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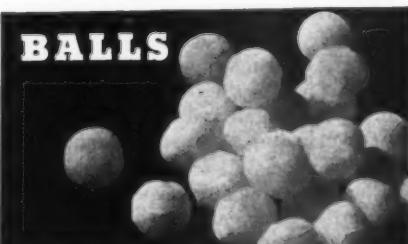
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# INTERNATIONAL TRUCKS

# THE SHIFTING MAP OF MARKETS

Sales Territories Have Changed Twice in Ten Years  
and Are Today as Unstable as the Sands of the Sea.  
The National Distributor Must Be on the Watch If  
He Is Not to Be Stranded!

By H. A. HARING

**T**HE map of the United States, as it hangs in the office of a sales manager or traffic manager, pictures the shifting sands of the distribution of goods. And, for that matter, a map of Canada tells the same story for our neighbors to the north.

Ten years have remade these maps twice. Their present condition is so unstable that each month sees the colored portions of the trade territories shift a bit east or west and the general shape of an area change its form.

To illustrate this shifting, examine the three skeleton maps given on these pages. They portray the problem which a traffic manager must face as he attempts to distribute the goods of his company most economically.

His job is to meet conditions: he does not create them. He merely stands ready to place the goods where the sales department has found an order.

The sales department, in turn, is likewise the victim of causes beyond control, because it must go for orders where people want to buy. No map, and no plan of sales campaign, can possibly dig up orders anywhere in the country except where the people *want* the goods. The task of the sales department is to discover where those *wants* lie and go after them; then it becomes the task of the traffic department to spot the goods for delivery.

Neither the sales manager nor the traffic man, by making a pretty map, can change in the least particular the flow of goods. The map does not control sales, any more than a map-maker in 1492 could have changed the shape of America or the flow of the Mississippi by drawing pictures of what he thought they ought to be. But, after Columbus and other discoverers came here and covered the land afoot, a map could be made to record the facts.

A map comes *after*, not before, the facts; and this statement is as true of distributing goods as of penetrating an unknown land.

Map No. 1 is a sales map of ten years ago, possibly fifteen. It was exceedingly simple.

As a manufacturer's market grew, it was the natural thing to open a branch office. If the home office was in the East, that branch would be located in Chicago, or Atlanta, or on the Pacific Coast. As more intensive

cultivation of the national market developed, a branch would be established in one of the great cities of Texas. The territory to be covered by each branch was laid off on the map by the only method possible at that time. The territories were so far apart, and the fringe zone so thinly peopled, that infringement was not a problem.

At first the boundaries were wholly vague. The territories were bounded by a circle, small or large, such as those about Chicago or Atlanta.

Later we adopted a scheme of bounding the territories by State lines—probably because they were schoolboy familiarities. Thus the Coast territory was mapped as shown on Map No. 1; the Twin Cities as we see it there outlined. The markets were laid out by simple marks on the wall map, wholly without regard to transportation and with little effort to discover whether anybody lived there or not. If the business came in, well and good; if not, no one worried.

Those territories were wonderfully convenient. They were easy to remember and simple for the clerks. If a piece of business developed in a town, the postmark determined its fate. Cost did not factor, nor salesmen's time, nor profit.

The fringe zones were hazy regions in the manufacturer's thinking and even more vague in his planning. But, as competition grew and as our country increased in buying power, the fringes created trouble without end for the sales manager. His correspondence was a madhouse, as one salesman or one jobber infringed on another's assigned territory.

The first type of mapping suited the traffic department, too. The movement of goods was entirely by rail (with a small fraction by waterways). Freight rates "broke" at established "basing points" which lent themselves to this form of mapping. Many minor factors entered the problem; and yet, in a general manner, a circle about a city would, roughly, indicate the freight rate. Circles of varying sizes, from the same center, gave a fairly accurate picture of different rates and the time for delivery by rail. The chamber of commerce for city after city plastered the country with beautiful maps, in colors of course, to show these concentric traffic circles as the final answer to all questions of rates and time.

This mapping method went on. Within two years I have encountered maps like our No. 1, some of them well-known concerns although hardly progressive ones.

Map No. 1 should go out the window.

The reader knows the reason—probably better than I.

Trade—that is, the selling of goods—does not obey any map made in advance. Trade cares naught for a surveyor's boundaries. Trade follows people—where they live, where they move, where they spend their money.

Therefore, less than ten years ago, as Map No. 1 was beginning to go out the office window, the crude beginnings of Map No. 2 were appearing. Corporations, with problems of the national market, began to map their territory on the basis of actual sales. A red pin was stuck into the map for each thousand dollars of volume, or some other unit; a blue pin for ten thousand. They adopted various "hatchings" and colors and other devices to indicate volume of sales.

All this was an effort to spot on the map the most highly concentrated sales area, the thin areas, the costly and the under-developed zones, and so on. These corporations, each working for its own product, were followed by others (magazines, advertising agencies, professional marketers, college professors, finally the Department of Commerce and the Bureau of the Census), each of which attempted a mapping of the nation's market—not for single products but for retail buying as a whole.

No one factor was sufficient to provide the answer, for the reason that buying covers a score of purposes. Therefore, in order to bound their trading areas, each of these investigators devised "factors" to suit his own ends. Most common of these are:

Population; income tax returns; wired homes; telephone connections; number of retail stores; circulation of certain weekly and monthly publications; number of farms; farm population; number of automobiles; the limits of a given telephone toll (such as 20 cents); free

delivery limits of department stores; circulation coverage of newspapers, etc.

By selection of certain ones of these factors, we now have mapped for the country about 800 small trading centers. These 800 were then combined into 179 or 180 secondary trading centers; and these, in turn, further combined into about 50 major trading areas, each, of course, centering about some city as its hub.

On our Map No. 2 we show a small portion of the United States, divided into major trading areas, as now used by the Government, by Standard Statistics Co., and many others. It is not by any means the only trading area map because each compiler introduces his own incidental variations; but it will illustrate the purpose.

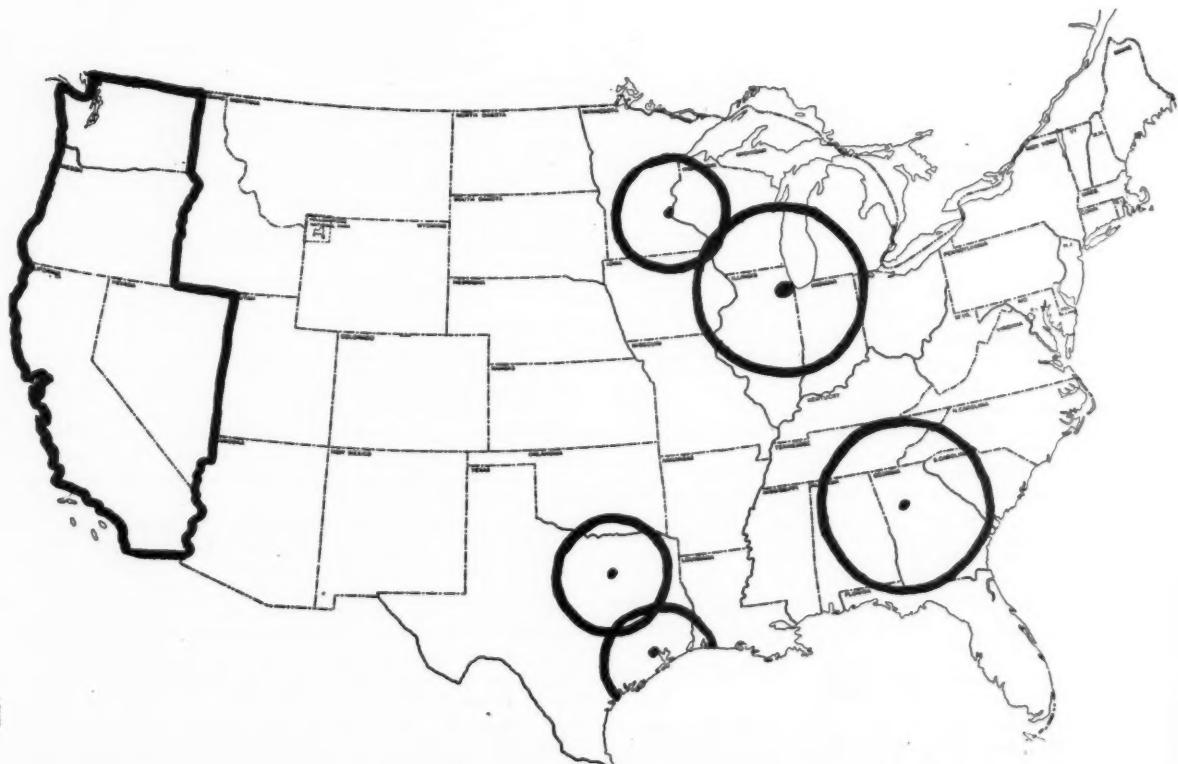
Compare Map No. 2 with No. 1.

No. 1 was made "out of the head" without reference to sales volume. It is a mere slice from the geography page.

No. 2 was prepared from records, not guesses, of where people live who have money to spend and who enjoy places to buy (stores, etc.), together with the central city from which most of their goods were distributed. Number 2 has no circles, although such a center as Des Moines suggests a circle, as also does Indianapolis. Look, however, at the crazy boundaries of the area for Sioux City or Kansas City. Surely no map-maker made those boundaries "out of his head."

No! The areas, as mapped, are not compact; they are not geometrical; they do not follow State lines. They upset all preconceived ideas of zones.

Would any sales manager have laid out a man's route in so ridiculous a manner as that zigzag west of Sioux City? Would an advertising man have scheduled advertising for such wild coverage? Yet, unless the weird mapping be observed, the company would be wasteful—because that crooked mapping indicates where the people of that area choose to buy their goods.



No. 1. The sales map of ten to fifteen years ago

Note another thing.

Sioux City, of which we have been speaking, lies at the extreme east of its jagged zone. Omaha holds a similar position for its area; the Twin Cities and Kansas City for theirs; and so on. A traffic man knows the answer: it is simple to his mind. Most manufactured goods originate in the industrial States east of Chicago; they move westward as a general rule, being shipped in solid carloads to a jobbing city and thence transshipped in less-than-carload lots. The rail rates provide for continuous movement, in one general direction. Any "back" movement adds to the cost—so long as railroads control the shipment.

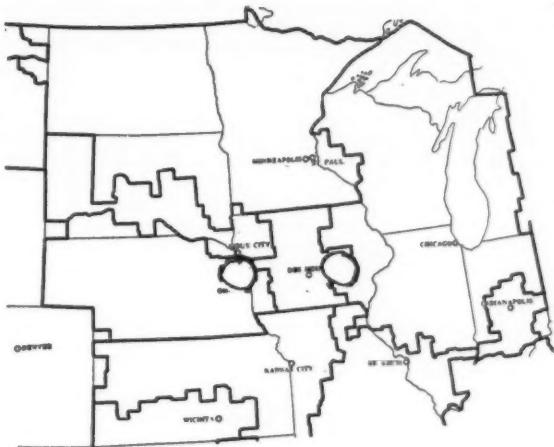
A traffic man, or anyone familiar with the rail map of our country, sees at a glance that each of these queerly shaped trading areas follows the rails. The railroads, of course, follow the rivers; or, at least, avoid high mountains and difficult terrain. In other words, the trading areas—regardless of what the compiler may have desired to prove—show a steady flow of goods westward. (On the Pacific Coast this flow, of course, is in the reverse direction.) They indicate, as we have stated, the buying preferences of the people; but, the people have been so bound by our railroads as the only transportation, that they were forced to "prefer" the route of the railroad. The trading area, as it was mapped five or eight years ago, was inseparably bound up with rail movement of goods.

Today, however, the rails have slipped as the supreme control in our distribution of goods.

The motor car is remaking the map of sales management.

The reason is plain, although we sometimes forget it until we pause to remember the rapid changes of recent years.

The railroad was a slave to the ups and downs of the land. A large river was a barrier to the rails and,



No. 2. Trading areas, as mapped in 1928 or 1929, showing the trend of each area to distribute goods toward the West, following the railroad lines.

therefore, to trade. Even in the densely populated East such a river as the Hudson kept communities apart. Hardly a mile wide at any point, it yet separated cities whose smoke, on fair days, could almost be seen from each other.

Newburgh and Poughkeepsie, sixteen miles apart but with the Hudson between them, had almost no business interchange. Indeed, until two years ago, a letter by mail, in order to cover the sixteen miles, was dispatched either via New York City (a trip of 130 miles) or via Albany (a trip of 162 miles); because all mail, in those days, traveled by rail! Kingston and Poughkeepsie, a bit closer together in miles but also separated by the Hudson, had even less inter-communication for business purposes. The manufacturers of such products as National Biscuits, all the meat packers, Hellmann's mayonnaise, Camel cigarettes and others were obliged to operate delivery systems on both sides of the Hudson until development of motorized trucks. And yet each of these three cities represents about 35,000 people.

Less than two years ago I spoke, one day at noon, before the Rotary Club of the city of Hudson, N. Y., lying on the east bank of the Hudson River. I was to talk on "The Catskill Mountains" where we live in the summertime. From the main street of that city, Hudson, and from nearly every dooryard of its entire area, one may look upon the peaks of the Catskills—clear as the sky in summer and draped in white in the winter. Twenty or twenty-five miles from that Rotary meeting, if one could have gone in a straight line, he would have found himself in the center of the mountains some 4,000 feet higher in the air than at the luncheon table. I say "if" advisedly, because the Hudson River lay between. How real that waterway is as a barrier may be guessed when I add that of the 108 men present—all Rotarians and therefore likely to be wide awake—more than 20 had never in their lives been within the Catskill Mountains.

Such is the effectiveness of a river as barrier to rail travel, either for people or their goods!

Another barrier to the rails is a mountain.

In Pennsylvania, in Massachusetts and in New York—where population is greatest and where the country has been settled for three centuries—any traffic man can name a score of towns, even cities of good size, which are as far from other places, not five miles distant through the air, as though the second place were in Montana. The reason? A mountain or a range of rather high hills.

The first roadways, and all the railroads, were laid

(Continued on page 67)

Table Showing How 25 Companies Map Their Sales Territories

COMPANY	Railroad Maps	Automobile Maps	Location of Warehouses Stocks	Trading Areas of Jobbers	Previous Sales Volume in Territory	Number of Customers in Area	Potential Market as Measured by Some Form of "Index"	Volume of Sales needed to be profitable to company
B. T. Babbitt, Inc.	...	...	...	...	...	...	...	...
William Carter Co.	...	...	...	...	...	...	...	...
Champion Spark Plug Co.	...	...	...	...	...	...	...	...
DuPont Ammonia Corp.	...	...	...	...	...	...	...	...
General Elec. Specialty Appl. Div.	...	...	...	...	...	...	...	...
Gerber Products	...	...	...	...	...	...	...	...
B. F. Goodrich Co.	...	...	...	...	...	...	...	...
Health Products Corp.	...	...	...	...	...	...	...	...
Insulite Co.	...	...	...	...	...	...	...	...
Jantzen Knitting Mills	...	...	...	...	...	...	...	...
Lavoris Chemical Co.	...	...	...	...	...	...	...	...
Morton Salt Co.	...	...	...	...	...	...	...	...
Owens-Illinois Glass Co.	...	...	...	...	...	...	...	...
Paraffine Companies, Inc.	...	...	...	...	...	...	...	...
Pennzoil Co.	...	...	...	...	...	...	...	...
Pet Milk Sales Corp.	...	...	...	...	...	...	...	...
Albert Pick Co.	...	...	...	...	...	...	...	...
Prest-O-Lite Batteries	...	...	...	...	...	...	...	...
Pro-Phy-Lac-Tie Brush Co.	...	...	...	...	...	...	...	...
Skinner Mfg. Co.	...	...	...	...	...	...	...	...
Snow King Baking Powder Co.	...	...	...	...	...	...	...	...
Stanley Sales Corp.	...	...	...	...	...	...	...	...
Volrnath Co.	...	...	...	...	...	...	...	...
Waters-Genter Co.	...	...	...	...	...	...	...	...
Wilson Bros.	...	...	...	...	...	...	...	...

The facts for this tabulation have been compiled from the Department of Commerce's "Survey of Business" and the issue of "Sales Management" for October 10, 1935.

# Trends in Marketing Procedure

as they may affect  
merchandise warehousing

By John J. Frederick

Assistant Professor of Marketing,  
University of Pennsylvania

In this paper, read before the merchandise division of the American Warehousemen's Association at Atlantic City on Feb. 14, Prof. Frederick holds that:

1. **Wholesalers are not carrying the stocks they did in the past; and that**
2. **Wholesalers are not now doing the selling job that they have in the past; and that**
3. **Accordingly manufacturers are becoming increasingly dissatisfied with the services which wholesalers are rendering in return for the wholesaler or trade or jobbing discounts.**

Herein, he points out, lies warehousing's opportunity, because "the trends in marketing procedure point to just one thing:

"An increasing use of merchandise warehouses if the warehouse industry can sell the manufacturers on the idea of placing their goods in public rather than private warehouses."

And Prof. Frederick tells the industry:

"Many manufacturers feel the need of spot stocks in various sections of the country but do not know how to go about arranging the matter in an economical manner. . . . If you are going to take full advantage of these trends in marketing procedure, you will have to do a real selling job."

TRENDS in marketing procedure which have become apparent in the past two or three years and which may affect merchandise warehousing arise chiefly out of the fact that manufacturers are becoming increasingly dissatisfied with the services which wholesalers of various types are rendering them in return for the wholesale, trade, or jobbing discount. Wholesale discounts vary as between trades, and as between manufacturers in most lines, but they have become increasingly functional rather than quantity discounts. In other words, wholesalers are demanding their regular trade discount because they are expected to perform certain functions for the manufacturer—not because they buy in certain quantities.

Manufacturers are questioning whether they are not paying too high a price in view of the fact that several of these traditional functions of wholesaling are not performed by many such middlemen today in a satisfactory manner, at least from the manufacturers' viewpoint.

A recent survey among manufacturers in various fields has indicated that the chief sources of discontent between manufacturers and wholesalers, which are leading to changes in marketing procedure, are two in number. The first of these is:

*Wholesalers are not carrying the stock that they did in the past.*

In other words, wholesalers are adhering firmly to the hand-to-mouth or small-quantity buying policy and passing stock-carrying back to the manufacturers. As one manufacturer told me:

"Orders from about 87 per cent of the wholesale distributors in the territory north of Virginia and east of the Mississippi average about \$35 per invoice. About 33 1/3 per cent of the shipments are small parcel post orders on which the average is about \$2.50 per invoice. The above compares with five years ago to the extent that the average invoice then was about \$75 and parcel post shipments were only about 12 1/2 per cent of our billing. Compared with ten years ago the average invoice was about \$150 and parcel post shipments were only about 7 1/2 per cent of the total invoices."

Of course price changes may account for this difference in the size of wholesalers' orders to some extent, but they do not account for the increase in the number of parcel post orders. I could cite many other illustrations of a similar nature if time permitted. This example is indicative of a very serious situation.

The reasons for the continuance of small-quantity buying are various. The policy, as you all know, was first adopted to aid in preventing inventory losses because of price declines and style changes, as well as to give a certain degree of flexibility to wholesaler and retailer merchandising programs. In other words, it promoted stock turnover. Within recent years, however, other important factors have led to the increasing development of this practice. These may be summarized as follows:

1. The increasingly poor financial condition, particularly during the depression, of both wholesalers and retailers. In many trades it has reached the point where the manufacturers do not care to risk large quantity deliveries, and would prefer to put wholesalers on the pay-as-you-go basis. The wholesalers have been forced into this situation in large measure by the financial condition of their customers—retailers and industrial consumers.

2. Improvements in the physical handling of goods, brought about by faster railroad service and the motor truck. In the past it was necessary for a wholesaler to buy in large quantities because of delays incident to replenishing his stock. Now, with overnight deliveries either by rail or truck within a radius of several hundred miles of a factory, or of a well-placed spot stock, it is no longer really necessary, from the wholesalers' standpoint, for them to carry large stocks.

3. During recent years many wholesalers have carried less stock for the simple reason that there has been less business. Whether they will again get back into buying in larger quantities after business improves is the question bothering many a manufacturer today.

4. There has been an increase in the number of items which wholesalers in many lines have had to carry in a representative stock. There has been an increase in so-called specialty items with a much smaller proportion of staple merchandise than was the case in the past.

The second source of dissatisfaction is that:

*Wholesalers are not now doing the selling job that they have in the past.*

Within the past few weeks several manufacturers have complained to me on this score, and it is a real source of concern to many others as revealed by a recent survey covering most of the important trades.

The manufacturer doesn't seem to mind so very much absorbing one of the traditional functions of wholesaling—the stock-carrying function—but he does feel much concerned over the lack of real selling on the part of wholesalers and jobbers in many lines.

For the most part, the wholesaler of today is merely taking orders, and not infrequently this order-taking is limited to the telephone. Probably no one reason is responsible for this lack of selling initiative. In the past few years the decreased level of business has caused manufacturers to stimulate sales by missionary effort, by advertising and the following up of leads, which previously fell to the wholesaler and jobber as a part of their field of activity. Manufacturers have hoped to divert the downward trend of sales by greater sales effort on their own part, and wholesalers have more and more leaned back and depended on this assistance to bring them orders which they will fill at a price. Of course wholesalers have had their own troubles, and in an effort to remain liquid and to maintain adequate bank credit they have done everything possible to reduce their stocks and overhead.

Right now one of the greatest complaints the manufacturer makes is that wholesalers have, in large part, so withdrawn themselves from aggressive selling that they are reluctant to make use of advertising and sales promotion aids provided by the manufacturers on a cooperative or free basis.

As a matter of fact, with the exception of a few industries, and even fewer wholesalers, there is practically no real selling by wholesalers today. Wholesalers' salesmen make anywhere from twenty to fifty calls per day, which allows them less than a minute for selling after they have written routine orders in their books. Moreover they are supposed to know something about anywhere from 1,000 to 5,000 items. The average wholesaler is so busy keeping his inventory straight and trying to correct the troubles which his loose credit policy has caused him, that he either can't or won't do anything about this situation.

*The trends in marketing procedure which are developing out of these two conditions are fairly obvious:*

*1. If the wholesalers won't carry stocks, and it is fairly certain that they never will again in many lines, someone will have to do it. This someone is the manufacturer.*

One manufacturer puts it this way:

"Wholesalers, in our particular line at least, are not attempting to carry anything like the amount of stock which they formerly carried, and as a consequence they rely on our stocks for prompt shipment and thus keep their inventories at low levels. It is a well-known fact that many wholesalers, to say nothing of their customers, are doing business today on a smaller amount of working capital than ever before. This means that they must restrict their inventories to a minimum and operate on a small margin with quick turnover. Such a method of doing business would be impossible if wholesalers were unable to draw on manufacturers' spot stocks for their goods when they wanted them."

When such conditions exist in any trade the manufacturer is forced to do something about it. Someone has to be responsible for placing the goods in easy reach of the wholesaler and his customers, for carrying the financial burden, and for undergoing the necessary risk. Making small shipments by less-than-carload freight, or express, or parcel post from the factory, is an expensive proposition.

*The answer is usually the establishment of a spot stock from which small-order deliveries can be made at the least expense.*

In a sense, the manufacturer goes into the jobbing business in order to put stock turnover really within the reach of his wholesale outlets. Some manufac-

*(Continued on page 60)*



## Warehousing Supports Eastman's Proposal for Regulation of All Forms of Transportation

A Story of the 45th Annual Convention of the A. W. A.

By KENT B. STILES

THE American Warehousemen's Association at its forty-fifth annual convention, held at the Hotel Traymore in Atlantic City on Feb. 12-15, heard a plea from Federal Coordinator Joseph B. Eastman for support of his proposal for blanket regulation, by the Interstate Commerce Commission, of all forms of transportation. Mr. Eastman told the group that such regulation, which he emphasized was in no sense regimentation, would aid the Commission in ending such competitive evils as non-compensatory storage by railroads, steamship companies and motor freight lines. The convention went on record favoring the proposal.

The right of American business to conduct itself unhampered by socialistic experiments initiated by Government was defended by William J. Rushton, Birmingham, the association's retiring general president.

The convention in a resolution demanded restriction of Federal expenditures and taxes.

D. S. Adams, Kansas City, Mo., merchandise division president, was elevated to the general presidency. Warren T. Justice, Philadelphia, was chosen head of that division; and Harry S. Hall was reelected president of the Association of Refrigerated Warehouses, the cold storage division.

At the merchandise group sessions, Charles E. Bell, Coordinator Eastman's traffic assistant, and A. Lane Cricher, Washington attorney for the division, indicated that the I. C. C. might be expected to give a decision

favorable to warehousing in Ex Parte 104, Part VI—the Commission's investigation of railroad warehousing.

The merchandise division endorsed the wharfinger bill now before Congress; favored restriction on truckers licensed under the Federal Motor Carrier Act against engaging in voluntary storage activities; voted to continue the industry's present "per month" method of charging national distributors for storage; authorized the executive committee to consider the advisability of seeking either Federal legislation or Treasury Department regulations to end operation of competitive Class 2 and Class 3 bonded warehouse space in private storage buildings; and discussed, but took no action on, a suggestion that the time had come to ask for Federal regulation of warehousing as an industry.

The cold storage group recommended that its executive leaders seek exemption from the Federal Motor Carrier Act for cold storage firms which do not receive compensation for arranging transportation; continue the fight against surplus space being dumped on the market; press the protest against use of Government funds for new facilities; and not cease challenging advertising and publicity detrimental to refrigerated warehousing. Figures cited indicated that this branch of the industry averaged less than 50% occupancy in 1935.

A review of the Atlantic City proceedings appears on following pages.



Warren T. Justice, the merchandise division's new president.



D. S. Adams, elevated to the general presidency of the A.W.A.



Harry S. Hall, reelected the cold storage group's president.

## Coordinator Eastman Addresses the General Session

**F**OLLOWING invocation by the Rev. H. E. A. Durell, a local clergyman, an address of welcome by the Traymore's manager, and response by Gardner Poole, Boston, an A.W.A. past general president, the set program was altered by President Rushton to permit Federal Coordinator Eastman to speak at once.

Mr. Eastman explained that the Interstate Commerce Commission's duty under the Motor Carrier Act was one of regulation, not of regimentation; the Commission would seek to curb excesses and to promote sound and healthy development of transportation in all its phases and on a flexible basis adaptable to needs of smaller operators and the expansion of all, with the rights of all being safeguarded.

Storage and warehousing were "an incident to transportation to a limited extent," Mr. Eastman said. Recalling that in earlier railroading the carriers used rebates to attract line haul—a practice now forbidden—there has been, he declared, a tendency by railroads to seek a substitute by using accessory services for that same purpose. Such practices were destructive to private business and of no real value to the railroads themselves in the long run, he said, and alluded to the I. C. C. inquiry in *Ex Parte 104, Part VI*—warehousing's efforts to end railroad competition. The first stage of that inquiry led to "commendable improvement but not to the complete improvement desired," he continued. Pointing out that the

New York situation was only an example of what was going on at ocean and lake ports generally, he said the railroads' excuse for engaging in warehousing was that they were forced into it by competition from other carriers, including waterways and trucking interests, and by municipal enterprises.

The I.C.C. had hoped to attack the evil through the NRA; now it was necessary to look for other means, he said, and it was the Commission's conclusion that regulation of all phases of transportation was necessary. Such blanket regulation, with water carriers thus being brought under I.C.C. supervision along with railroads and trucks, would be in the public interest and was essential to public enterprise. Regulation of port terminals also was important; hence the wharfinger bill, including the terminals' storage and transportation.

With all such regulation, the Commission would be able to handle the problem of railroads in warehousing, he said, inasmuch as the railroads' excuse would be taken away.

Mr. Eastman said that a plan contemplating complete regulation would require a reorganization of the I.C.C. so as to assure efficient business administration, with the Commission divided into divisions, one for each type of transportation and its regulation. "I commend the plan for your study," he said, adding that it would result in prevention of evils as well as

Transportation was now very much more than railroading, Mr. Eastman concluded; transportation was headed toward destructive competition and chaos unless the Government stepped in and exercised rule. He reiterated that the plan was in no sense regimentation but was designed to prevent abuses and to restore order so that there might be sound, economic development.

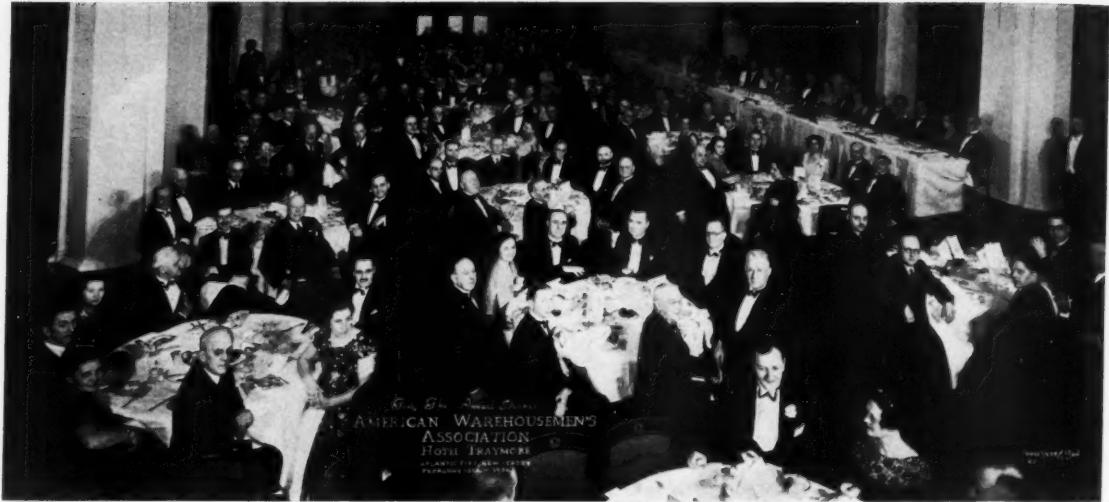
### Socialistic Experiments Assailed by Rushton

**I**N his report as general president Mr. Rushton defended the traditional right of American business to conduct itself unhampered by socialistic experiments initiated by Government. It was time, he declared, for business to question both the wisdom and the morals of the enemies of the American economic system and to bring an end to demagogic in public office.

"It has been a time of great confusion not only for the warehouse industry, but for all business alike throughout the nation," Mr. Rushton said. "It has been and even now is a time so charged with emotion that truth of every kind is thrown into obscurity, if not into utter concealment.

"The wild verbal exchanges between protagonists and antagonists of this and that view, do not register clear-thinking nor honest conviction nor yet moral insight but only emotional excited partisanship.

"When men descend to deception in language, understanding must needs go into obscurity and thought finds no clear statement on the tongues of those who affect to be interpreters of civiliza-



The A.W.A. banquet at the Hotel Traymore in Atlantic City

tion. The land is overrun with prophets announcing new doctrines of salvation, with tearful countenances of those who seem to suffer and in language affecting to be the voice of sympathy and hope. Priests have appeared, whose presence had not before been suspected and whose ministry had not therefore been distinguished for knowledge and wisdom sufficient to make them known; and these all proclaim programs which assure immediate cure for all the ills of society of whatever kind. Sober in speech, solemn in manner, confident and authoritative in deliverance, these invite men of experience to step aside while miracles are wrought and healing is brought to a nation! These are not hesitant in announcing truth; they are dogmatic and oracular.

"Our greatest danger lies in this demagogue, for such he is, who, by using catch phrases, emotional slogans and shibboleths which are half-truths at best and dangerous falsehoods at worst, makes us forget our common heritage in human hopes and leads many unwarily and imprudently to ignore our common human interests and problems. These make differences of judgment into secret and sinister conspiracies; they erect vast class differences and distinctions where only those inequalities prevail which offend no one, and they affect to see a great sea of hatred and enmity, where only small pools of anger gather for a moment.

"These trouble mongers are not new to history; they appear regularly in times of distress; they thrive on the sorrows of men and their perplexities; they assume the role of sympathy and announce the possession of wisdom and proceed

to distort plain language or to invoke ambiguous words—not that confusion may be dissipated but that their own selfish ends may be richly served. I say 'richly' advisedly, for the cost of such services comes high!

"Had we not been passing through a time of wide economic dislocation with consequent economic distress, these self-appointed prophets of a new day with prescriptions for a new healing, couldn't have gathered a corporal's guard around them, even for entertainment. They prey on men's perplexities, they make sport of men's sorrows! It is astonishing how few people seem to sense the awful cruelty in this deception, which is being practiced on an unsuspecting public! A cruelty far more bitter than economic suffering men have suffered from, for it not only leaves the body neglected, but it impoverishes as it poisons the minds of men.

"Business faces a critical judgment today from which we cannot escape and from which we should not try to escape. For to stand in the court of critical judgment is to have opportunity to defend ourselves against the emotional quackery I have referred to.

"Unconsciousable politicians on every hand, from those who occupy the highest offices within the gift of our people to the lowest officers in the land, have taken advantage of these confusing and perilous times to pit capital against labor, to foment strife and class-hatred, to lead the masses to believe that all business men are at once selfish in motive and heartless in method.

"Even the nation's chief executives themselves seemingly have not hesitated to make demagogic

harangues time and again; to scold unspecified big villains; to bully and to brand business generally as self-deceived, if not positively thief and robber—all in an effort to sustain popular approval of the many, to say the least, very questionable policies pursued by this Administration, that they might be returned to office and to power next fall.

"The American business man, broadly speaking, is neither self-deceived nor a thief. Nor is he so stupid as to suppose he can do well apart from the interests and activities of his fellow-man. The American business man is guided by principles which time has approved and experience applauded. He is not indifferent either to the needs or to the wants of the working man. And this philosophy has in it the conviction that the American workman, if fully informed and not left to the instruction of the demagogue and the deception of the propagandist, sees eye-to-eye with his employer and knows there is a gulf between capital and labor only because that is the language taught him by the mischiefmaker who preys on his guilelessness.

"We too long have sat idly by in confidence that the public understands, and we need not make special effort to create fuller understanding. The public, left to its own honest sources of judgment and with unbiased material for judgment, does understand the principles and practices of business fairly well; but the public is no longer left free to calm judgment nor to the possession of unbiased material for judgment. They get material fed to them by propagandists, whose task of falsifying material is made easier by the very

# Personnel of Officers of American Warehousemen's Association and Allied Service Groups

## A.W.A. General

President, D. S. Adams, president Adams Transfer & Storage Co., Kansas City, Mo.

Vice-president, E. G. Erickson, vice-president Central Cold Storage Co., Chicago.

Treasurer, David H. Van Name, president F. C. Linde Co., New York City.

Secretary, Wilson V. Little, Chicago.

## A.W.A. Merchandise Division

President, Warren T. Justice, vice-president Pennsylvania Warehousing & Safe Deposit Co., Philadelphia.

Vice-president, G. K. Weatherred, associate manager Dallas Transfer & Terminal Warehouse Co., Dallas.

Treasurer, R. M. King, president King Storage Warehouse, Inc., Syracuse, N. Y.

Executive secretary, Wilson V. Little, Chicago.

Assistant executive secretary, George A. Rhamé, Chicago.

### Executive committee members:

Paul W. Frenzel, vice-president St. Paul Terminal Warehouse Co., St. Paul.

J. W. Howell, secretary Haslett Warehouse Co., San Francisco.

Clem D. Johnston, operating executive Roanoke Public Warehouse, Roanoke, Va.

Charles E. Nichols, president Merchants Warehouse Co., Boston.

A. C. Pouch, president Pouch Terminal, Inc., New York City.

Jay Well, president Douglas Public Service Corporation, New Orleans.

## Association of Refrigerated Warehouses

(A Division of A.W.A.)

President, Harry S. Hall, vice-president Grand Trunk Railway Terminal & Cold Storage Company, Detroit.

Vice-president, H. L. Trask, manager United States Cold Storage Company, Kansas City, Mo.

Treasurer, G. F. Nieman, president Union Storage Company, Pittsburgh.

Executive secretary, William M. O'Keefe, Chicago.

## Executive committee members:

C. Goodfellow, president Texas Ice & Refrigerating Co., Fort Worth.

R. M. Hagen, vice-president California Consumers Company, Los Angeles.

Robert Ireland, secretary Terminal Ice & Cold Storage Co., Portland, Ore.

Henry C. Kuehn, secretary Wisconsin Cold Storage Co., Milwaukee.

F. D. Newell, vice-president Minneapolis Cold Storage Co., Minneapolis.

Jerome C. Smith, Quincy Market Cold Storage & Warehouse Co., Boston.

Paul S. Steward, president Arrow Transfer & Storage Co., Chattanooga.

Ralph C. Stokell, general manager National Cold Storage Co., Inc., New York City.

R. C. Taylor, Federal Cold Storage Co., St. Louis.

## Allied Distribution, Inc.

President and treasurer, Willis D. Leet, New York City.

Vice-presidents, F. J. Tully, New York City, and Frederick Stanton, Chicago.

Secretary, E. Scott Johansen, Chicago.

Directors, Mr. Leet, Mr. Tully, Mr. Stanton and:

E. W. Cobb, president Fitz Warehouse & Distributing Co., Boston.

William I. Ford, president Interstate Fireproof Storage & Transfer Co., Dallas.

George W. Lamb, president South End Warehouse Co., San Francisco.

Wellington Walker, president Griswold-Walker-Bateman Co., Chicago.

## American Chain of Warehouses

President, R. G. Culbertson, managing director Cincinnati Terminal Warehouses, Inc., Cincinnati.

Vice-president, S. M. Haslett, president Haslett Warehouse Co., San Francisco.

Treasurer, David H. Van Name, president F. C. Linde Co., New York City.

Secretary, J. W. Terreforte, New York City, eastern representative.

Western representative, W. H. Eddy, Chicago.

## Directors:

S. J. Beauchamp, Jr., secretary Terminal Warehouse Co., Little Rock.

Mrs. M. M. Bowen, secretary Tripp Warehouse Company, Indianapolis.

H. M. Clark, president Holman Transfer Co., Portland, Ore.

R. W. Dietrich, president Dietrich & Wiltz, Inc., New Orleans.

W. F. Evans, president Central Detroit Warehouse Co., Detroit.

G. J. Hansen, president Hansen Storage Co., Milwaukee.

J. P. Johnson, secretary Terminal Warehousing & Refrigerating Corp., Washington, D. C.

B. F. Johnston, manager Union Terminal Warehouse, Los Angeles.

Warren T. Justice, vice-president Pennsylvania Warehousing & Safe Deposit Co., Philadelphia.

Charles E. Nichols, president Merchants Warehouse Co., Boston.

K. G. Schuman, treasurer Great Northern Warehouses, Inc., Syracuse, N. Y.

G. K. Weatherred, associate manager Dallas Transfer & Terminal Warehouse Co., Dallas.

R. B. Young, president Savannah Bonded Warehouse & Transfer Co., Savannah.

## Distribution Service, Inc.

President, Slater C. Blackiston, vice-president Bush Terminal Company, New York City.

Vice-president, O. C. Taylor, president Taylor-Edwards Warehouse & Transfer Company, Inc., Seattle.

Vice-president and secretary, Joseph G. Temple, Chicago.

Vice-president, F. M. Williamson, New York City, eastern representative.

Treasurer, Sidney A. Smith, president Anchor Storage Company, Chicago.

Directors, Mr. Blackiston, Mr. Taylor and:

J. P. Feuling, president Central Warehouse Company, St. Paul.

L. L. Schwecke, president Universal Terminal Warehouse Co., Houston.

S. G. Spear, treasurer Wiggin Terminals, Inc., Boston.

E. V. D. Sullivan, president Terminal Warehouse Company, Philadelphia.

Jay Well, president Douglas Public Service Corporation, New Orleans.

agencies of Government itself with hundreds of millions of dollars of taxpayers' money to finance them. Witness the stupendous propaganda activities of the late, unlamented NRA, the millions being spent for propaganda at this very moment by the T.V.A., that Rooseveltian Utopia for the 'benighted' Southland.

"We do dare trust the public if it is rightfully informed. But, a public whose mind is constantly told in highly emotional words and phrases that business is corrupt; which is asked to look at business principles and practices through colored versions of what those principles and practices are, cannot

see us as we are. We, therefore, must create understanding!

"I have said: 'Business faces critical judgment today,' for indeed it does. And if it is to appear to the public in its true light; if the illusions created by the politician, the propagandist, and the agitator, are to be destroyed; if it is to avoid taxation to extermination; if it is to avoid displacement of individual initiative and individual responsibility for State controlled social relations, then business—then you, I and business men everywhere—must become articulate and outspoken at once! We have already complacently taken too much for granted. We must

not again allow the enemies of our economic system to deprecate and depreciate us with an air of superior wisdom and a pose of higher morals which they do not possess. Let us take advantage of every opportunity to question both their wisdom and their morals! Let us take to the field and fight for the truth about our system, that the people of our country may make intelligent choice.

"Between now and the time when next we meet many opportunities will be presented within every State in the Union to refill a substantial portion of its estimated 700,000 elective offices. It is imperative that these offices be

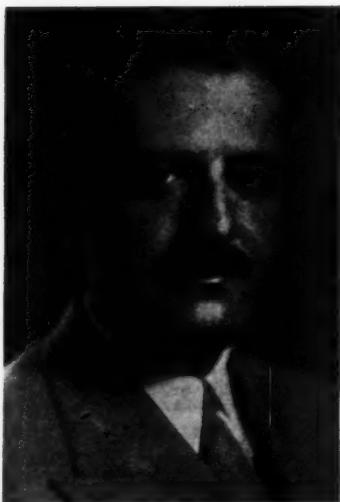
## Culbertson Reelected President of American Chain



R. G. Culbertson, reelected  
the Chain's president.

THE twenty-fifth annual meeting of the American Chain of Warehouses was held at the Hotel Traymore in Atlantic City on Feb. 11, prior to the convention of the American Warehousemen's Association. The personnel of officers elected is set down elsewhere herewith.

A record attendance of fifty-one storage executives featured the Chain's forenoon and afternoon sessions. There was a noon luncheon, and in the evening at the group's banquet there were fifty guests. R. G. Culbertson, reelected president, was presented with a watch in recognition of his services. Following the banquet Mr. Culbertson presented motion pictures he had taken, showing plants, executives and staffs of many Chain warehouses which he had visited during 1935.



J. W. Terreforte,  
new secretary.



W. H. Eddy, western  
representative.



David H. Van Name,  
again treasurer.

filled with upstanding, intelligent men who are intellectually honest; who will not stoop to demagogic harangue; who are independent and fearless; who will never under any circumstances sacrifice principle for expediency regardless of the circumstances, political or otherwise.

"Until this is done and until we establish the truth by broadcasting it on every occasion, business stands condemned and will continue

to suffer depression. The hope of the multitudes lies in us and will continue to do so when all the detractors of business lie in forgotten graves in the cemetery of misguided men. We must not fail them.

"May I express the hope that this 45th annual convention of the American Warehousemen's Association will in an appropriate manner proclaim its faith in the Puritan virtues of honesty, frankness

and sincerity; that it will condemn without qualification those public officials and all others holding positions of public confidence and trust, who by the use of impostor-words and ambiguous language in their pronouncements willfully and deliberately mislead the masses of our people, thereby fomenting strife and class-hatred to serve their own selfish purposes or to serve those of the particular political party to which they may be-



Left, group of present and former officers. Left to right: seated, D. H. Van Name, general treasurer; D. S. Adams, general president; W. J. Rushton, retiring general president; Harry S. Hall, cold storage president; standing, G. F. Nieman, cold storage treasurer; Warren T. Justice, merchandise president; Frank F. Powell, retiring merchandise treasurer; Wilson V. Little, general secretary; William A. Sherman, retiring cold storage vice-president.

Right, Mrs. W. J. Rushton and Mr. Rushton receiving the association's gift—silver service—from the hands of Harry C. Herschman, a past general president, who was toastmaster at the annual banquet.

long; and that it will affirm its faith in an economic system approved by time and applauded by experience which gives to all men freedom of opportunity, freedom to work and freedom to have the rewards of work in the satisfaction of needs, comforts, conveniences and security."

Mr. Rushton's report was greeted with a storm of applause.

In his report as general secretary, Wilson V. Little, Chicago, told of the almost unprecedented growth of the A.W.A. during the past year. The merchandise division had increased from 310 members to 384, and the Association of Refrigerated Warehouses (cold storage division) from 216 to 400—a total increase of more than 250. During the year an edition of 25,000 copies of the association's "Warehouse Receipts as Collateral" had been distributed, he said, and another printing, 7,500 copies, was now being made.

As a preamble to his report as president of the merchandise division, D. S. Adams, Kansas City, Mo., commended President Rushton for speaking "so openly and frankly" on political conditions. "It is time for us to get our feet on the ground and get some good horse sense," he commented.

The NRA Code had brought some benefits in stabilization, Mr. Adams declared, but he believed that warehousing was generally glad that the Supreme Court had declared the law unconstitutional. He assailed Government-financed projects which throw more warehousing space on the market. Pointing out that many warehousemen may find themselves brokers under the Motor Carrier Act, he warned the members to file in time to get in under the grandfather clause.

Harry S. Hall, Detroit, in his

report as head of the cold storage division, reviewed the year's activities, with emphasis on the organizing of regional chapters, and announced that such a chapter would soon be formed in the Pacific Northwest.

Dr. Hugh S. Magill, Chicago, president of the American Federation of Investors, Inc., addressed the convention with a plea for Governmental protection for "the middle-class man." He assailed Government competition with private business, advocated complete freedom of the press, declared that the Constitution was being violated through too much power being placed in the hands of the Executive, and said that such "usurpation of power" would lead to "despotism."

Frank A. Horne, president of the Merchants Refrigerating Company, New York City, was made an honorary life member of the A.W.A., President Rushton presenting him with the certificate.

In a report as the association's national councilor to the Chamber of Commerce of the United States, Clem D. Johnston, Roanoke, Va., urged A.W.A. members to consider themselves as part of the Chamber by virtue of the A.W.A. membership in that organization. President Rushton announced that Mr. Johnston was being considered for membership in the Chamber's Department of Domestic Distribution and that the A.W.A. board of directors had so recommended. The convention went on record voicing its approval.

Mr. Rushton read a telegram of greetings from the Canadian Storage and Transfermen's Association.

After the merchandise and cold storage delegates had held their divisional sessions, the general group held its concluding meeting. General officers were elected, as set down elsewhere

herein, and the phraseology of the association's general by-laws was restored to read as it was immediately prior to the adoption of NRA Codes in February of 1934.

Secretary Little announced that the board of directors had decided that the forty-sixth annual convention would be held in Chicago, presumably during the first week of next February.

The resolutions committee, headed by Sidney A. Smith, Chicago, offered several memorials, which were unanimously adopted.

One commends the national Chamber of Commerce, and pledges the A.W.A.'s support, for the Chamber's efforts "to bring about balancing of the national budget, reduction of Federal taxation, consolidation of Government Bureaus and study of social problems."

Another resolution alludes to "constantly mounting Federal Government expenditures, increasing public debt and rising taxation," expressing opinion that these "are harmful to the credit of the nation, make for lessened confidence and tend to reduce the ability of citizens to pay taxes"; and urges the Federal Government to "restrict Federal expenditures to such an extent that they do not exceed receipts" and "to restrict taxes both in kind and amount to such as are necessary for the usual ordinary expenses of Government."

The third memorial thanked the convention committee, headed by Warren T. Justice, Philadelphia. Mr. Justice was presented with a silver cigarette case in appreciation.

David H. Van Name, New York City, then exercised his customary prerogative of moving adjournment.

*(Turn to next page for story of merchandise division sessions.)*

## A. W. A. Merchandise Division Meetings

**I**N his report as retiring president of the merchandise division, D. S. Adams, Kansas City, opened that group's sessions by contrasting warehousing's situation a year ago—operations then under an NRA code, and no regulation under the Motor Carrier Act. Regarding the latter he said it was "bound to bring about a greater stabilization of transportation rates, which stabilization is so necessary and so greatly desired by the shipping public, including also the warehouse industry." He added:

"The rates put in by rail carriers in the past year or two, ostensibly to meet truck competition, have seriously injured the warehousing business in large sections of the country, as these rate changes have invariably lessened the spread between L.C.L. and C.L. rates. It is to be hoped that regulation will correct the situation, which further encourages 'hand to mouth buying' and is not a benefit to either shipper or carrier."

Alluding to "the problem of unfair warehousing competition at our ports", Mr. Adams held that "lack of Federal control over all of the competitive agencies doing a warehousing business at ports has made it impossible to improve the situation, much less bring about a permanent solution." The wharfinger bill now pending in Congress was, he thought, "the answer to the problem."

Mr. Adams announced that the division had been compelled, in the interest of economy, to cut its headquarters staff in Chicago, although there was no intention of dropping any activity. In this connection he paid a tribute to A. J. Walker, who as an assistant executive secretary headed the traffic department. Mr. Walker concludes his association connection in March.

The division's interests at Washington would be "of increasing importance" in the future, Mr. Adams continued, and experience had justified the appointment of A. Lane Cricher as the division's general counsel at Washington. He reviewed the many ways in which Mr. Cricher had been of service in contacting officials on problems confronting the industry.

Saying that warehousing generally agreed that a revival of NRA "would be unsatisfactory and could not be helpful to the industry", Mr. Adams reminded that opinion had often been expressed that warehousing should, in view of its close relationship to transportation, come under the I.C.C. He said there were "very strong arguments both for and against this proposal."

Wilson V. Little in his report as the division's executive secretary pleaded for continued support of the membership drive, and gave credit to Mr. Walker for the improvement of the division's *Bulletin*.

C. A. Richardson, Toronto, was called on by Mr. Adams for a talk as the accredited representative of the Canadian Storage and Transfermen's Association. Mr. Richardson told how the tariff had reduced the volume of American accounts in the Dominion's warehouses; with this barrier now removed, the Canadian storage executives were hopeful of a restoration of this former business.

### Traffic

**I**N his report as head of the division's traffic bureau, Mr. Walker recalled the decision, a year ago, that the bureau endeavor to establish the railroads' cost of rendering their stopped-in-transit service. Members did not respond in volume to a questionnaire which the bureau subsequently sent out, Mr. Walker stated, but letters received did indicate that "our members were not in accord on the proposition that the stopped-in-transit privilege is injurious to the merchandise warehousing trade," some of the writers saying they favored the practice.

Mr. Walker reviewed the bureau's activities with regard to traffic notices, petitions and appearances, motor carrier regulation, etc. Alluding to the railroads' growing practice of unloading and delivering carload freight across their freight platform through exceptions to Rules 23 and 27—something of which "has cost merchandise warehousemen a large volume of pool car business"—

Mr. Walker told the group that at the request of the Federal Coordinator the division was now engaged in surveying warehousemen's costs with respect to those pool car handling phases which are comparable with the carriers' unloading and delivery service, and that this survey had not yet been completed, although a preliminary report had been made to President Adams.

With regard to motor carriers' accessorial services, the traffic department had been particularly interested, Mr. Walker said, in having those carriers adopt a penalty storage rule; and regarding pool car distribution, in seeing the carriers adopt Rule 23. Contacts had been made with various motor carrier freight bureaus to that end, he concluded, and the principles recommended by the department "have been widely accepted by motor carriers."

Commenting on the unloading of freight by railroads, Charles E. Bell, Executive and Traffic Assistant to Coordinator Eastman, said the practice was expanding. "There is some preventable waste, to put it mildly," he declared. "We're going to investigate vigorously."

Regarding the stopped-in-transit situation, A. Lane Cricher expressed an opinion that it was beyond warehousing's "control and ability to get a complete picture" and he suggested that the division not go into it further at this time.

Discussion from the floor indicated that the stopped-in-transit privilege for the railroads was extremely beneficial to warehouse operators in the smaller cities; moreover, that traffic managers generally wanted the practice continued and that warehousing should not "antagonize its best customers" by opposing the practice.

During discussion of a program subject "unloading and delivery of car load freight by carriers," speakers expressed opinion that the service was being done on a non-compensatory basis; that probably the railroads themselves would want to eliminate the practice when the Motor Carrier Act

## Allied Distribution, Inc., Holds Third Annual Meeting



W. D. Leet, reelected president

**ALLIED DISTRIBUTION** held its third annual meeting on Feb. 11 at Atlantic City in connection with the convention of the American Warehousemen's Association. For the third year in succession F. L. Bateman, representing the Griswold, Walker, Bateman Co., Chicago, was unanimously chosen to preside as chairman. The personnel of the officers and directors elected is set down elsewhere herewith.

During roll call the members presented reports of business conditions in their cities. These indicated some demoralizing competitive conditions, including loss of accounts to brokers; and motor truck operations. New inquiries and accounts were materializing, however, and the reports generally were optimistic as to the future.



Frederick Stanton, new vice-president

became effective; and that the I.C.C. should compel the railroads to make their rates compensatory should the practice prevail. It was brought out that in some cities the steamship lines were giving the same service at below-cost rates.

"Warehousemen and the Motor Carrier Act" was discussed by Mr. Cricher, who predicted that warehousing would be confronted, in connection with transportation services under that Act, with some of the same problems which brought about the I.C.C. inquiry in Ex Parte 104, Part VI. With regard to the latter, he commented: "We expect, and have a right to expect, a favorable decision." There was only one way such problems could be forestalled, he said, and that was under the plan which Mr. Eastman had suggested at the association's general meeting—namely, full control by the I.C.C. over all forms of transportation. The A.W.A. should consider, he suggested, whether it wanted to support Mr. Eastman's proposal.

Mr. Cricher said that the I.C.C.'s coming decision in Ex Parte 104 would definitely point out what storage is in connection with transportation, and he predicted that storage in motor freight terminals was going to expand and that there would be subterfuges practiced by

some truck lines in an effort to defeat the purposes of the Motor Carrier Act.

On motion by J. D. Beeler, Indianapolis, the division went on record approving Mr. Eastman's plan of control over all forms of transportation.

In his report as chairman of the committee on river and lake ports, R. W. Dietrich, New Orleans, said no complaints had been received during the year regarding the storage practices of the Federal Barge Lines. He had "observed with much uneasiness," however, a tendency on the part of the Federal waterways system to discontinue making allowances to warehousemen who truck shipments from their warehouses to the Federal Barge Lines' wharves. Warehousing had in the course of time acquired fleets of trucks for service in making deliveries to wharves and railroad depots, and accordingly he felt that inasmuch as the warehousemen had originated this business and had given satisfactory rates and services, they had "a moral right to expect protection of their drayage revenue by the Federal Barge Lines to the extent of permitting drayage by warehousemen at the same drayage rate" that the Federal Barge Lines allowed the contract draymen.

Ernest V. D. Sullivan, Philadelphia, reporting as chairman of the committee on ocean and gulf ports, reviewed the proceedings in Ex Parte 104, Part VI, and the role which the merchandise division played at the final I.C.C. hearing in New York. Also he touched on the United States Shipping Board Bureau hearing in Docket No. 221, which concerns storage of import freight; and explained that the division had asked the board for findings "to the effect that when freight is held beyond that time found reasonable for prompt delivery, such holding of the freight is not storage incidental to transportation" but is commercial storage. Such practices in New York, Mr. Sullivan said, "bring about discrimination against warehousemen not only in New York but at all ports and in the interior of the country to the same degree."

Mr. Sullivan concluded his report with "definite recommendations" that the division:

"1. Endorse the wharfinger bill as written;

"2. Urge the continuation of the office of Federal Coordinator permanently, or at least for a period of five years;

"3. Restrict truckers licensed under the Motor Carrier Act from

engaging in voluntary storage activities.

"4. Endeavor to have written into the water carrier bill, S. 1632, provisions restraining water carriers from performing other than involuntary storage services at their facilities, at penalty rates;

"5. Conclude successfully the activities started during the past year and protect our interests in the activities of the transportation companies acting under the Shipping Act of the Interstate Commerce Commission and the Motor Carrier Act, as well as our interests under the wharfinger bill and the water carrier bill."

Mr. Sullivan's report was unanimously approved.

#### Ex Parte 104

ONE of the highlights of the meeting was an address by Mr. Bell, Mr. Eastman's executive and traffic assistant, on "Storage in Connection with Transportation."

The railroads today were continuing storage operations at non-compensatory rates, Mr. Bell declared; and water carriers and State and Municipally-owned facilities, not under Federal control, were doing the same thing, making conditions chaotic. But the outlook was not as dark as it appeared to be, he said, and enactment of the coming wharfinger bill would close one gap.

Alluding again to Ex Parte 104, Mr. Bell reviewed the earliest of the hearings, resulting in admonitions by the I.C.C. to the railroads, and recalled that the case was reopened because the railroads "absolutely disregarded" those admonitions, even some indictments having no effect.

While he could not definitely speak for the Commission, Mr. Bell stated, he could "confidently predict" that the Commission's coming decision would be favorable to warehousing and that a cease and desist order would be issued. Either the railroads must obey such an order, should one be issued, or they would be violating the law; and in the latter event, they would be subject to fines and their officers would be subject to imprisonment.

The Commission's final findings in Ex Parte 104 (which involves the situation at the Port of New York) "will constitute a standard which must be followed elsewhere," Mr. Bell stated; but should the conditions not be remedied elsewhere, complaints could then be brought by warehousemen in other sections of the country, resulting in new Commission orders.

An "enormous amount of spade work" had been done, Mr. Bell con-

tinued, and if the Coordinator could get the necessary regulations through a favorable ruling in Ex Parte 104, control at other ports and at interior points would be possible.

Mr. Bell concluded by pledging even more cooperation from him in the future than in the past, should he be "fortunate enough" to continue work with Mr. Eastman.

On motion by C. E. Nichols, Boston, the division went on record favoring enactment of the wharfinger bill.

#### Federal Control?

IN his report as chairman of the division's general traffic committee, A. B. Drake, Newark, N. J., said that while he did not want to appear in the role of an alarmist, it was a fact nevertheless that warehousing was "continually losing business to other agencies of transportation and distribution." He continued:

"Our industry, especially the distribution portion of it, is in danger of complete absorption. There are certain types of business that has been lost to you. It has gone to the railroads, the truck lines or some form of distribution other than through your warehouse. What is the solution?"

Mr. Drake foresaw the possibility "that in a short time we, as an industry, may be facing the same kind of a battle with the truck lines" that is being fought with the railroads in Ex Parte 104.

"Can't you picture in a few years," he asked, "the truck lines becoming merged into a very few large lines and then getting into a sever competitive battle with the railroads? The railroads have used the medium of the warehouse, with ridiculously low non-compensatory rates, to secure traffic for their roads. Why isn't it the natural following that the truck lines will do the same thing if they have to?"

"The time has come when we must clearly define the warehouse business—define what it embraces and what belongs to it. Then identify ourselves with the Interstate Commerce Commission. In other words, ask for regulation.

"I know that makes some of you shudder. I have discussed this with prominent men in this business. They all don't agree but they all see the dangers and have no solution.

"We have the wharfinger bill which is to be presented to Congress. That bill is just about what we need, and if the words 'and warehousemen' were added wherever the words 'wharfinger' appears, I think a good many of our problems of today would be solved if it were passed.

"The Motor Carrier Act is going to cure a lot of truckmen's problems. The motor trucks are a necessity and the warehouse is a necessity. They both have been very nearly ruined by the cut-throat operators. Regulation should stop that with the motor trucks and should stop it for the warehousemen. No regulation can put a necessity out of business but it can help it. I heard Mr. Eastman make a speech on the Motor Carrier Act last fall. He stated the motor trucks would not have the Motor Carrier Act if they had not asked for it and promoted it. That meant to me that if we want the warehouse business under the I.C.C., we have got to do something about it."

Mr. Drake's suggestion brought spirited discussion from the floor, most of the speakers favoring regulation. It was brought out that warehousemen in various parts of the country had been seriously considering the advisability of such a step. It was emphasized that some brokers were doing free storage and that truck lines were going into warehousing more and more, and it was contended that I.C.C. regulation of the industry would bring control of such competition in ways which should benefit the "legitimate" warehouse operators.

In reply to a query, Mr. Crichton expressed opinion that warehouse facilities were truly interstate commerce, in the sense that warehousemen held themselves out to handle interstate and foreign commerce.

As chairman of the committee on standards of fair competition, Warren T. Justice, Philadelphia, reported that cut-throat competition and rate-chiseling had returned in some sections since the collapse of NRA; while conditions were not as bad as they were prior to NRA, he said, the benefits which NRA brought would slowly disappear unless some governing agency stepped in to prevent it.

#### Bonded Space

IN his report as chairman of the committee on bonded warehouses, Jay Weil, New Orleans, asked for a mandate from the convention to the division's executive committee to seek Congressional legislation which would end unrestricted granting of licenses for Class 2 and Class 3 Customs bonded storage space.

Discussion of this problem indicated that much warehousing business in Boston, Kansas City, Chicago, Cincinnati, San Francisco, Minneapolis and other cities was leaving public warehouses and entering Class 2 and Class 3 bonded space privately operated.

*(Continued on page 106)*

# Cold Storage Division Meetings

PRESIDENT HARRY S. HALL of the cold storage division opened that group's sessions with his report as chairman of the executive committee. After pointing out how the collapse of NIRA had compelled the committee to formulate an entirely new program last June, Mr. Hall reviewed the features of that program, including the organizing of regional chapters and the preparation and release of trade practice rules of fair competition. He announced that the newly created office of field executive probably would not be filled until after a Pacific Northwest chapter is organized.

The Detroit executive concluded with twenty-one recommendations. These covered membership effort; publication of tariffs; adherence to the trade practice rules; application of the association's handling cost routine; conservatism in loaning on goods stored; development of new business "if that be possible"; opposition to detrimental legislation; challenging of unfavorable publicity and advertising; cooperation with other interested agencies in any movement to increase consumption of perishable food products; improvement of services to the storing public; encouragement of research activities; harmonious relationship with organizations representing the perishable foods industries; and efforts to place the cold storage rate structure on a sound and profitable basis.

William M. O'Keefe, Chicago, executive secretary, reviewed the year's activities, touching on membership, executive meetings, bulletins and year book, cold storage directory, traffic and transportation, publicity, Government financing of warehouse construction, space occupancy, and other problems. Regarding occupancy, he said:

"Reports were received from 226 general cold storage warehouses [ones handling a general line of commodities as distinguished from 'one-crop' fruit warehouses] located in 38 States, and the combined total net piling space of these houses was 146,168,887 cubic feet, average total monthly occupancy 72,990,480 cubic feet, average monthly percentage of occupancy 49.9 per cent. In other words, the average occupancy of net storage space in the 226 general cold storage warehouses in 1935 was somewhat less than 50 per cent, which clearly demonstrates that there is far more public cold storage space available than is required."

Mr. O'Keefe cited figures showing average monthly percentage of occupancy of net piling space, as follows:

New England, 11 warehouses reporting—57.1 per cent. Middle Atlantic, 51 reporting—45.2 per cent. South and Southeastern, 17 reporting—53.6 per cent. West North Central, 48 reporting—57.1 per cent. Missouri Valley and Central Northwest, 32 reporting—52.3 per cent. Southwestern, 13 reporting—47 per cent. Pacific, 54 reporting—38 per cent.

Returns from 36 "one-crop" fruit warehouses, located chiefly in New York, New Jersey, Virginia and West Virginia, showed average monthly occupancy of 51.5 per cent, based on a storage period of seven months, from October to April inclusive.

Combining the general and "one-crop" space, Mr. O'Keefe concluded, average monthly occupancy was 47.9 per cent.

Caution in making loans was urged by L. B. von Weise, New York City, in his report as chairman of the banking committee, and he urged that the rate of

interest be higher than that normally charged by banks.

"We all know," Mr. von Weise said, "that the ideal would be for the warehouses to get out of the banking business, but for many reasons this is impractical and does not seem possible. In view of the fact that we must continue in the banking business, it behoves us to use the same conservative methods in loaning our money that is used by bankers, but which, unfortunately in many instances, is not the case. On the whole, we have a more serious problem than the bankers, as most of our loan requests come from second and third class credit. We all have a considerable volume of A-1 credit, but my experience is that the A-1 credit borrows from the warehouse only to facilitate the sale after storing, to the poorer credit risks. If the loan is already made, then he makes a sale subject to the loan and we either must offend the high grade risk or take on the same loan from an inferior risk. Therefore we should make our original loans on such a basis that this can be done without impairing the safety of the loan.

"I believe we should at all times keep our interest rates above the bank rates and thus create a desire on the part of the customer to borrow direct from the bank, if at all possible. We must not lose sight of the fact that in most cases the warehouse rents its money from the bank and must keep compensatory balances of around 25 per cent to insure good credit rating. This means then we can only lend 75 cents of each dollar borrowed, and if we pay 4 per cent to the bank we must collect an interest rate of almost 5 1/2 per cent to break even, without considering office costs. We do not use the public's free money as the bankers do.

"There seems to be a great reluctance on the part of warehouses in general to request a financial statement from a customer, and this has always been a puzzle to me. If we make a small loan on a conservative basis, we can look to the commodity for our protection; but each time it becomes necessary to call for margins or to call a loan, or force a sale, you immediately create an enemy. A bank making a loan of any size to any active business, even though exceptionally well secured by collateral, insists on a financial statement at the close of each fiscal year, and just why the warehouses do not do likewise and protect themselves, I cannot see. Where a customer has a worthwhile financial statement, he is delighted to give it to you if he has confidence in your keeping it confidential. When a statement is flatly refused, I am always suspicious."

The report of the committee on research, read by Gardner Poole, Boston, contained interesting information regarding research activities of Governmental and other agencies dealing with refrigeration, preservation, processing and marketing of perishable foods.

The report of J. R. Shoemaker, Elmira, N. Y., as chairman of the committee handling the electrical energy tax situation at Washington, was in the form of a letter from John J. Hickey, Washington attorney pressing the claims for refunds. Of 48 claims presented thus far, Mr. Hickey reported, 19 had already been denied by the Commissioner of Internal Revenue and the others probably would be. Hence a suit on one of the claims had been filed through a petition to the Court of Claims, he added, and five others would be used as

(Continued on page 108)

# Pictorial View and Review



**TARIFF BUILDERS:** The committee which prepared the household movers' rate rules and regulation. Left to right—S. R. Truesdell, Gray Van Lines; Griswold B. Holman, Allied Van Lines; J. Wallace Fager, Aero Mayflower; George H. Leim, Jr., American Trucking Association; E. H. Lamkin, Aero Mayflower.



**TOURISTS:** Central two, Mrs. C. A. Ullman and Mr. Ullman of Peoria, Ill., sailed from New York, Feb. 8, aboard the Panama-Pacific liner "California" for a trip through the Panama Canal. They were bidden bon voyage by two American Chain of Warehouses' executives—W. H. Eddy (left) and Thomas Easterday (right).



**(Left) ANGLER:** Just an afternoon's normal catch for Ray Wagner, Springfield, O., warehouseman.



Above, a Bowling Green lift van on the job in Valencia, Spain.

**WITHOUT BENEFIT OF ELEVATOR:** Here is how they handle goods into apartments in Valencia, Spain. Settee being raised by ropes was a unit in load shipped from U. S. A. by Bowling Green Storage & Van Co., New York, for A. P. Bestide of American Cyanamid & Chemical Corp.

# “YESSING” THE INDUSTRIES WITH GROWING VOLUME

Profits Can Be Made by the Warehouseman Who Learns the Real Requirements of Those “In the Money” Customers Who Have Emerged from the Depression

By H. A. HARING

**N**OW that the convention season is behind us, the warehousing industry may well turn thought to its real reason for being in business. This reason is, of course, to make a profit. Without net earnings, no business would ever be launched or continued—although, as well we have learned, there come times when the hope is long deferred. Nevertheless the purpose remains the same: if not a profit, at least the effort is being made to create one.

A few individuals have made fortunes by defying every accepted principle of business. Through sheer audacity, combined with some new idea, they have shocked established methods of doing things, and, in the end, have proven themselves right by success. Woolworth did this with his five-and-ten-cent stores, Hearst with his newspapers, Carnegie with his steel-making, several unknown men by converting the world to accepting food from a tin can, Morse and Bell with the telegraph and telephone, Wright with his airplane, and a score of others.

More commonly, however, the rank and file of business companies make money by “following” the lead of others rather than by “pioneering” for themselves. They are better than “Yes” men, in the world of affairs, and yet their methods are distinctly of the “Yessing” character. They march with the band-wagon, where the crowd is thickest. They prefer the sure results of going along with the crowd, instead of fighting for fame as “leaders” or explorers of the unknown.

Nor does this following of others mean that business is a simpleton or a fool or lacking in brains. It is merely taking the course of least resistance. It is the picking up of profits where they are most quickly to be had.

For the warehousing industry it means this:

In our country, with the real improvement of business, a handful of industries have raised their heads above the crowd of Depression-ridden businesses. They, first of all, have swept into good volume and a show of profits. They give promise of continuing to grow through the year ahead. A warehouse, for its own profits, might do well to tie close to these industries because they are enjoying big volume and because they can afford to pay for warehousing services.

It is quite impossible to draw warehousing tonnage from an industry which is itself flat broke. Far simpler would it be to look for storage among those whose own volume is on the upswing. “The place to look for money,” says a wise financier, “is where they are handling money. Even a hold-up man avoids a bank-rupt.”

The early months of 1936, with their year-end reports for 1935, bring to light some interesting facts.

A few highly favored industries have risen from the depths. Some have nearly equalled pre-depression levels for profits; many have surpassed all-time records for sales volume.

We all know that 1935 was an improvement over 1934 for farm implements, plumbing and heating supplies, copper and lumber, house furnishings, sporting goods. Yet their totals are not very impressive, for the reason that 1934 and the preceding years had been very low.

Another group of industries made even a better showing. They had their best year since 1930, the first Depression year. The 12 months of 1935, for example, surpassed any year since 1930 for the sales volume of:

Steel ingots	Shipbuilding
Pig iron	Foundry equipment
Zinc	Sulphuric acid
Fertilizer	Paint and varnish

But, here again, the year's total volume was not impressive, because for this whole group 1930 was particularly bad. These are among the industries hit first and hardest by the 1929 break.

The next group has more meaning. It is a fine lot of industries which, in 1935, exceeded in volume their sales for any year since 1929. They are:

Hosiery	Machine tools
Automobiles (passenger and truck)	Vacuum cleaners
	Output of crude petroleum
	Mail order sales

Beyond these is a yet more impressive list of industries which, during 1935, set all-time records for sales. Scan the following list of industries:

Radio	Electric refrigerators
Electric lamps	Air conditioning equipment
Nickel	Gasoline
Electric power	Plate glass
Rayon	Cigarettes
Wool	Airplane building
Shoes	Airplane transportation
Washing machines	Mechanical stokers
Oil burners	Diesel engines

A fairly long list, that. Undoubtedly there are omissions.

As one would expect, many of these have surpassed their all-time high volume because they are new industries. Their previous “high” was a small total. Such would be: air conditioning, air planes, Diesel engines. Others are from rapidly expanding industries, whose volume has been steadily rising, right through the Depression. Even during the years of despair, the American desire for new things has kept some industries to the forefront of volume.

Do not, however, overlook that in this list are shoes and wool which for 50 or 60 years have been standard goods of consumption. Neither of them has enjoyed

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# How a Warehouse Serves as Avenue of Distribution Through Stock Truckers Direct to Dealer or Consumer

By ROY C. GRISWOLD,

*Vice-President of*

*Griswold, Walker, Bateman Co., Chicago,*

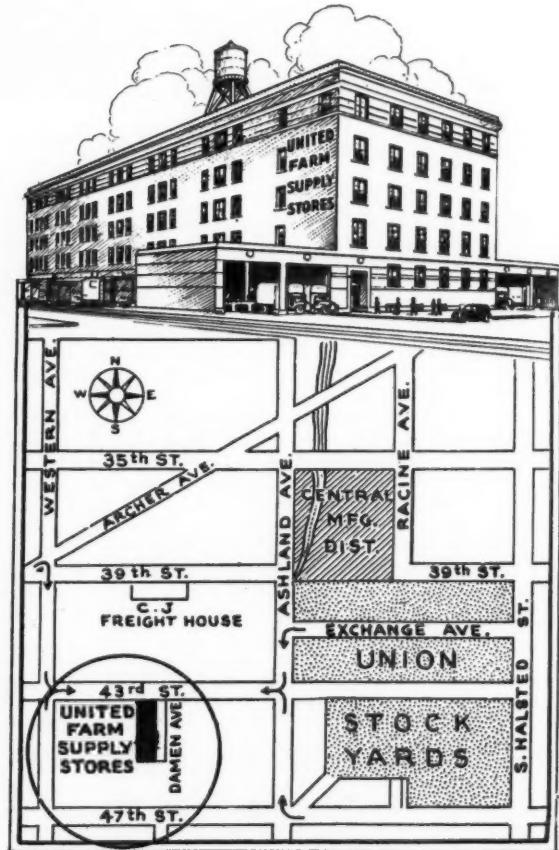
as told to Carleton Cleveland

SENSING of the need of a central distributing depot serving the farm communities and retail dealers in rural sections surrounding Chicago for a distance of about 300 to 400 miles was the idea behind an organization which started to operate in August, 1933—the United Farm Supply Stores, located in the Stock Yards district of Chicago. Being within easy reach of the yards, it gives the truckers who bring in live stock an opportunity to carry a return load without loss of time or waste of nervous energy. It offers them a place to make themselves comfortable in the early morning hours after unloading their animals and while they are waiting for daylight, and sends them back refreshed and with renewed strength.

This sounds almost like a description of a philanthropic undertaking, but it is a well-thought-out business venture. The United Farm Supply Stores is a subsidiary of the Griswold, Walker, Bateman Transit Warehouse, and handles the sales and collections for those carrying stock in this distributing warehouse. The officers of the Griswold, Walker, Bateman Transit Warehouse are also the officers of the United Farm Supply Stores, which is an outlet (open for selling and making deliveries from three in the morning to five in the afternoon) serving the farmers and local stores in farming sections through the live stock truckers who daily bring their loads to the Union Stock Yards.

Loaded trucks have been coming into the Stock Yards at a minimum rate of 500 a day and a maximum of 2,700 a day; or more accurately figured, there are about 10,000 trucks employed each month in the hauling of live stock to the Union Stock Yards. Approximately 300,000 trucks haul literally millions of head of live stock into the Chicago yards during one year's time.

In the main, the trucks used for this purpose are owned either by individual farmers or groups of farmers. Some, however, represent individual trucking or-



ganizations engaged solely in the transportation of live stock. The farmer now has an opportunity to keep himself posted daily on market prices. At his fireside he needs only to turn on the radio and receive the stock quotations coming each noon direct from the Yards. If he has stock ready to be sold, all he has to do is to load them either on his own truck or on that of a live stock trucker and start them for market. The trip usually is timed so as to have the stock in Chicago at the yards before one or two o'clock in the morning, as the buying starts at four.

It was the feed end of the business that was developed first, with supplies such as brans, middlings, linseed and cottonseed meals, as well as soy bean meal and tankage. As requests have come for other commodities, these have been added from time to time, until by now a considerable list of products is being carried, including mason jars and jelly glasses, fertilizer, binder twine, fencing and barbed wire, rubber tires, batteries, etc., together with farm tools and machinery, building mate-

(Concluded on page 75)

# FROM THE LEGAL VIEWPOINT

By  
LEO T. PARKER

**I**T is well-established law that a warehouseman is liable for any loss or damage to goods caused by his failure to exercise such care in regard to them as a reasonably careful owner of similar goods would exercise. Moreover, a warehouseman is liable for increased damages to stored goods resulting from his negligence to care for the goods properly after occurrence of something which ultimately caused the damage.

In *Gross v. O. K. Storage & Van Co., Inc.*, Shreveport, 163 So. 769, it was shown that a man named Gross delivered for storage to the Security Storage & Transfer Co., Inc., a lot of household goods and furniture. The company maintained a modern, eight-story building. Security discontinued operating and the O. K. took over its business.

The goods were first stored in a locker room, and later were removed to the main floor at Gross's request and afterward returned to the locker room.

Sometime, more than a year after the goods were accepted for storage, Gross notified the O. K. that he desired that the goods be transported to a house he had rented.

Delivery was made after dark, and no inspection was made by Gross until the next morning. Several articles were missing, an enamel ice box and some dishes were chipped, the cooking utensils had rusted, mattresses were water-stained, and veneered furniture had peeled and warped and was falling apart. Gross filed suit to recover the value of the missing and damaged goods. During the trial evidence was introduced to show that while the goods were in storage the warehouse roof had leaked slightly and dampened the furniture and that failure by the warehouseman to dry the furniture resulted in the increased damage. The higher Court held the warehouseman liable for the full amount of damage, saying:

"The damage in this case, such as the rusting of the cooking utensils, the peeling and warping of the veneer, and the coming apart of the furniture, was due not so much to the original wetting but to the fact that it was allowed to stand so long in that condition.... We think . . . that, when unusual or even unforeseen conditions arise, he must take reasonable steps to prevent or minimize the damage liable to ensue. The defendant [warehouseman] did not do so, and is therefore liable for the resulting damage."

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Mr. Parker answers legal questions on warehousing, transfer and automotive affairs.

Send him your problems care of this magazine. There will be no charge for the service.

Publication of inquiries and Mr. Parker's replies gives worthwhile information to the industry generally.

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## Written Contract Is Held Void

**I**T is well known that a contract which cannot be performed within a year must be in writing. In other words, any verbal contract of this nature is void and unenforceable. Also, a written contract is rendered void by any verbal agreement regarding the written contract which cannot be performed within a year.

For example, in *A. J. Hamilton, Inc. v. Atlas Freight, Inc.*, Seattle, 50 Pac. (2d) 522, it was disclosed that a truck owner signed a written contract to haul freight at a stipulated compensation for a period of five years. The contract specified also that the truck owner would furnish a certain indemnity bond to secure faithful performance of contract.

Soon afterward the customer

verbally informed the truck owner that he waived furnishing the bond.

Before expiration of the five years the truck owner refused to continue to haul freight at the price specified in the contract. The customer filed suit to recover damages for alleged breach of contract.

However, as contracts which cannot be performed within a year are required by law to be in writing, it was held that when the customer verbally authorized the truck owner not to fulfill the part of the contract requiring the truck owner to furnish a bond, the customer automatically rendered the whole contract void. Therefore, the higher Court refused to hold the truck owner liable in damages for breach of the contract.

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## When Person Is Injured on Warehouse Premises

**A** WAREHOUSEMAN is liable in damages for any injury sustained by a patron if the patron had a legal right to be at the place when the accident occurred and such injury resulted from negligence by the warehouseman or his authorized employees. Therefore, warehousemen should take precautions to know that the premises used by patrons are maintained in a reasonably safe condition.

On the other hand, when any person is on warehouse property without consent of the warehouseman the latter's duty is limited to refraining from inflicting willful or wanton injury and to conduct his activities with reasonable care for the trespasser.

In *Hamakawa v. Crescent Wharf & Warehouse Co.*, Los Angeles, 50 Pac. (2d) 803, it was shown that a person who had no legal right on warehouse property was seriously injured when a bale of paper fell on him. The Court held the warehouseman not liable, and said:

"The plaintiff might be an invitee or a licensee as to a portion of certain premises, and a tres-

passer upon another portion thereof."

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### Duties of Motor Truck Driver

VARIOUS Courts have held it the duty of the driver of an automobile to maintain a speed sufficiently slow and to have such control of his car that he can stop within the distance in which he can plainly see an obstruction or danger ahead. However, these rules do not apply where a dangerous situation, in which the driver of the automobile had no reason to expect, suddenly appears immediately in front.

In other words, a person driving on a public highway has a right to presume and to act upon the presumption that the way is safe for ordinary travel, even at night, and he is not required to be on the look-out for extraordinary dangers or obstructions to which his attention has not been called.

So held a higher Court in *Owen Motor Freight Lines v. Russell, Paducah, Ky.*, 86 S. W. (2d) 708. In this case a large transport motor truck was stopped by its driver on the right side of the highway at night; the road was slippery and covered with snow.

Another vehicle collided with the truck, resulting in death of the three occupants of the colliding vehicle. Suit was filed against the trucking company. Counsel for the latter attempted to avoid liability on the ground that the driver of the approaching car was driving at a reckless rate of speed. Although the testimony indicated that the colliding car was moving at an excessive rate of speed, considering the dangerous condition of the highway, the higher Court held the trucking company liable in damages amounting to \$15,000. This Court said:

"Its speed alone is not necessarily sufficient to constitute contributory negligence on their part. In determining whether they were exercising due care for their own safety, the question of negligent speed is an element that may be taken into consideration with all the other surrounding facts and circumstances."

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### Taxes on Goods in Storage

LEGAL EDITOR, *Distribution and Warehousing*: Perhaps you can enlighten us on a subject which has been puzzling to us. How can a foreign corporation do business legally in Louisiana and carry a warehouse stock of merchandise in a public warehouse in

that State, in view of all of the legal ramifications which are in effect in that State at this time?—*Glenmore Distilleries Company*.

Answer: There are three methods or plans by which foreign corporations may deliver goods in Louisiana. (1) Make shipments direct from the seller's plant, and thus transact interstate business over which the State has no control, nor may a valid State law be enacted which interferes with this business. (2) Store merchandise in a warehouse in a State adjoining Louisiana, and order shipments from this warehouse which offers the advantage of small shipments over short distances and yet maintains interstate relationship. (3) Distribute merchandise from a warehouse in Louisiana which results in the shipments, and business generally, being intrastate whereby such business is under control of the Louisiana State laws and regulations. The fact that goods are shipped interstate to a Louisiana warehouse, for distribution, does not maintain interstate relationship, because the higher Courts have held that once a shipment is stopped for distribution, sorting, or the like, such shipments become intrastate, and the transactions are intrastate.

In some instances, foreign corporations organize separate companies for the purpose of doing business in a State having laws and regulations prohibiting foreign corporations to transact business in this State.

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### Liability for Theft and Burglary

LEGAL EDITOR, *Distribution and Warehousing*: Please tell me about a warehouseman's liability for theft and burglary of stored goods.—*Security Storage Co.*

Answer: The law is established that warehousemen are required to exercise an "ordinary" degree of care to safeguard stored merchandise against theft and burglary. The accepted legal definition of "ordinary care" is that degree of care which would under similar circumstance be exercised by the average prudent and experienced warehouseman.

The Courts expect that a warehouseman will equip his warehouse with efficient burglar systems; hire a night watchman; and use other modern means designed to prevent theft and burglary. On the other hand, it has been held that if the night watchman is taken by surprise and thieves gain entrance to the warehouse, the warehouseman is not liable because he exercised "ordinary" care in providing a

competent watchman. The same is true with respect to burglar alarms. If, for instance, a warehouse is equipped with a burglar alarm and thieves cut the alarm wires and rob the warehouse, the warehouseman would not be liable.

With respect to warehouse employees who steal stored goods, the warehouseman is not liable unless the owner of the goods proves that the warehouseman knew by past experience that the employee was likely to steal or that the warehouseman failed to use ordinary care and prudence to investigate the employee to learn whether he had had a bad reputation.

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### When a Mortgage Is Recorded Elsewhere

LEGAL EDITOR, *Distribution and Warehousing*: We have furniture in storage and recently the firm which sold the furniture notified us they had a claim on it for an unpaid balance. We had our lawyer search for the recorded chattel mortgage but it could not be found. We notified the seller we could not locate a recorded claim and demanded to be paid our charges. Immediately thereafter we were served with a notice that the mortgage had been recorded in a different city. Our attorney advised us to surrender the goods and lose our storage bill of \$80. Was our lawyer right?—*City Storage Co.*

Answer: It is my opinion your lawyer advised you correctly. It is established law that a legitimate owner of merchandise is entitled to recover the goods from any person who has illegal possession, or possession without authority of the owner. In a case of this kind it is unfortunate but necessary for the warehouseman to obtain information from various and all localities as to whether the mortgage is recorded.

The reason the Courts have decided in this manner is because a seller who records a mortgage cannot, under ordinary circumstances, prevent the purchaser from moving the goods, and he is protected although the purchaser moves the goods illegally.

You should have in your regular contract of storage a clause providing that the person who stores the goods make affidavit that the goods belong to him and are not encumbered. Then if the person who stores the goods takes oath to an untruth he is liable for prosecution and conviction of the crime of perjury.

You may refer to your lawyer the cases to the point, as follows: 224 U. Y. S. 71; 215 N. W. 844; 294 S. W. 989; 221 N. W. 630; 22 S. W. (2d) 354; 175 Atl. 902.

# MAKERS OF HOUSES OF STEEL ARE TURNING TO PUBLIC STORAGE

Some Have Already Established Spot Stocks in Anticipation of 1936 Sales.  
Here a New Business-Getting Opportunity Is Suggested.

By H. A. HARING

MUCH publicity has been given for five years to the many types of pre-fabricated houses. And, in this country where we understand the economies of mass production, there is an immediate appeal from the thought that 80 per cent of the work on a dwelling might be performed in a factory. Our present method of hand labor on the spot is crude when compared with factory methods. Indeed, the comparison is often made with the automobile.

Twenty or twenty-five years ago a passenger automobile cost approximately the same as a modest house. The "poor man," or the "average man," bought the house because to own a home was life's ambition. Today, on the contrary, the automobile costs only one-third of a house; automobiles, through mass production, have dropped in price as well as become better; houses, with rising wages and comforts now judged necessary for even a humble home, have gone up and up. Today every family owns a car, bought for three or four years of use, while homes have slid back into second place in ambition.

All the publicity has not sold a great many pre-fabricated houses. Opposition has been too great.

The moment an individual talks of buying such a house he is assailed by architects and contractors, building supply dealers and labor unions, each yelling his own brand of "impossible"; but each, in the end, selfishly jealous to retain his old slice of the investment. Local opposition, sometimes open threats, have kept the people from a try at factory-methods in house-building. It has proven utterly out of the question, in some areas, to sell pre-fabricated houses against the united opposition of the established building crafts and the manufacturers of other building materials.

Only in 1935 did the new industry make any headway. About 870 pre-fabricated houses were constructed, and sold, that year.

This great advance in their marketing was a part of another fact of 1935. That year, the first in eleven, showed an increase in the building of residences over the preceding year. It is expected that 1936 will build twice as many houses as 1935.

As in the past, the one-family detached house dominates the building market, although superficially a city man would believe that apartments provide more "homes" than single houses. House-building, when we view the United States as a unit, consists of one-family houses with a bit of yard surrounding the spot. Estimates from builders are that 1936 will see 175,000 one-family houses constructed; the optimistic Federal Housing Administration sets the figures at 50,000 more.

In 1935, some 85 per cent of such houses were constructed in fifteen States. These are:

New York	New Jersey
California	Georgia
Ohio	Missouri
Pennsylvania	Wisconsin
Texas	Illinois
Michigan	Florida
Massachusetts	Indiana
	Minnesota

The order of this list shows, also, the money cost of new houses for the same States, New York being highest and Minnesota lowest. It will quickly be noted that house-building is not strictly in the State's order of population, or of wealth. It apparently is controlled by other factors, chief of which would seem to be that "the people want better homes."

The desire for new conveniences is undoubtedly behind much home building. The country already has shelter for its people and to spare. But it cannot offer the mechanical refinements of modern living without building new houses. Old houses reach the point where sanitary plumbing and satisfactory heating cannot be installed with any regard to economy. And, with new ideas about ventilation and air conditioning, refrigeration and housekeeping gadgets, nothing but a new house will satisfy the coming generation. Americans are no longer content to dwell in houses built by their grandfathers, just because the roofs still will shed water. We demand too many comforts unknown to our grandparents, even to our own youthful years.

For these reasons the manufacturers of pre-fabricated houses have come into 1936 with high hopes. They have no expectation of marketing 175,000 units, but they see an outlet for 12,000-15,000 houses, possibly as many two-car garages, and a thousand filling station buildings. Even should these figures be highly "hopeful," the year promises to bring them many times the volume of all previous years lumped together.

The pre-fabricated house is in its infancy. It is only emerging from the experimental stage. Opposition from competitive products and from the crafts will not disappear in a single year. Owners, too, must learn to accept flat roofs for the sake of economy along with structural changes in the interior which engineers have worked out but which, at first glance, arouse questions from the owner.

The aim of the manufacturers is to escape from a single design. They fabricate "units" such that a house, or a room, may be any size the owner desires provided it is a multiple of 3 ft. 8 in., or some other "dimension" adopted by the particular manufacturer. One of these units will make a small closet, a row of them a hallway; two by two units, a bath; two units by three, a kitchenette or dinette; three by three, a kitchen, a dining room, or a small bedroom; three by four, a larger room; and so on up without limit. In height, (Continued on page 79)

# MOTOR TRANSPOR

## Money Saved by Crankcase Oil Analysis

### Operating Improvements Amount to from 10 to 30 Per Cent

**S**AVING dollars by scientific checking of crankcase oil is a reported achievement of California warehousemen such as the Bekins Van & Storage Co., the Lyon Van & Storage Co., and the Star Truck & Warehouse Co., all in Los Angeles.

This check, a chemical analysis, has effected operating improvements of from 10 to 30 per cent. In one case the mileage between drains has been tripled. In another case, dilution has been cut 20 per cent with consequent gasoline economy.

The analysis is done on a periodic basis under constant supervision to prevent the engines from operating in a damaged or damaging condition. The result has been a minimizing of engine defects before they became of major character. Consequently, roadside breakdowns have been cut down. More important, purchasing standards for the truck department have been established, and shop procedure has been simplified to make for better efficiency.

This substitution of accuracy for guesswork demands a close supervision, but one which involves little overhead. Such laboratory work is done by a firm of commercial chemists specializing in petroleum.

At each oil drain a sample from the crankcase is forwarded to the chemist. His examination reveals everything foreign found in the oil. Usually such revelations are made early enough to prevent breakdowns or to suggest repairs or adjustments that will catch troubles in their infancy.

#### Shows Hidden Faults

Crankcase oil analysis should show exactly how well each engine is functioning and reveal hidden factors that guesswork never will determine.

Gasoline dilution, for example, may be caused by a number of factors which do not show before engine inspection (and some of them not then) yet which indicate need for immediate work on the truck.

Dilution is caused by loose rings, poor ignition, inefficient spark plugs, poor valves or faulty adjustments of valves. Thus, when a report shows an amount of gasoline in the sample from the crankcase, the transportation department knows where to check for trouble. The common-sense view of course must go hand in hand with the laboratory reports. For cold weather, which often means over-choking, also will cause dilution.

In this instance, the superintendent would check his drivers in order to ascertain their methods of choking, as improper choking causes great gasoline waste. Inferior gasoline will also oftentimes cause dilution. In any case, the warehouseman using laboratory fleet control has a definite basis on which to work in cutting transportation costs.

Road breakdown is the transportation curse, for it not only increases operating expenses but often means late delivery and a dissatisfied customer. Here, again, scientific analysis proves a boon.

For instance, the presence of small particles of metal, too minute to feel with the hand, can be determined by analysis. This would indicate trouble developing in rings, cylinders, bearings, timing gear, pistons, or wristpins—either wear on some parts, or broken parts. A quantity of metal would be expected after repairs, of course; but its presence at any other period is a sure indication of defects.

Water in the oil also indicates rather serious motor defects, in many instances. In the case of the individual motor it would indicate cracked head or block, or a leaking head gasket. Naturally, analysis is no cure-all and is combined with observation of all factors; this might well be nothing more than the effects of engine or body washing, or a hard rain. In any case, the operator has "something to go on."

#### Stops Major Troubles

Sludge in the oil is a deadly enemy and can usually be perceived by "feel," once it develops considerably. However, analysis shows the presence of sludge before it develops sufficiently to cause damage. Sludge is usually fuel soot, carbon, water oxidation, acid and dilution—or all these together. Fuel soot showing would indicate incomplete combustion, as it is a residue formed from unburned gasoline, which shoots up the gasoline mileage.

The experiences of one warehouse indicates the big savings made by use of oil analysis. When this warehouse commenced having all crankcase drains analyzed at every draining, the mileage from oil stood at 1,135, average for the fleet. In 60 days the average mileage had been pushed up to 3,600, where it now stands.

The average dilution per drain averaged 6.67; but by following the reports and checking units against them, this was dropped to 5.25, or about a 20 per cent difference—which would represent gasoline saving. Solids in the oil averaged 3.24 and were dropped to 1.05—a 200 per cent (approximately) improvement.

The method of laboratory control is simple. At each drain, four ounces of oil is drawn off into a clean bottle and sent to a chemist. The bottle is usually labeled with the vehicle number, speedometer reading, and the number of miles the oil has been run in the engine. A full report on the sample is then returned, covering the points set down in the foregoing.

These are entered on a sheet, one for each unit. This is usually divided into indicator sections which enumerate the points to be watched—namely, fuel dilution; volume of solids; viscosity; foreign matter (sub-divided as metal, water, sludge, fuel soot, carbon, road dirt); period oil ran; period set for next drain.

Thus each unit can receive individual attention. This is important in proper maintenance, as one truck may need draining at more frequent intervals until it can be brought up to standard.

Outside their real value as an aid to mechanical perfection, the warehousemen find these reports are a help in the executive end of the business, as they help to make purchase decisions; direct trial of new products and methods; and provide an intimate grasp of maintenance details for the "front office."



De Luxe Streamlined 1300-Ft. Van for Eckert

A de luxe streamlined type van built by the Gerstenslager Co. for F. J. Eckert Co., Buffalo, N. Y. Inside measurements total approximately 1,125 cu. ft. inside with rear doors closed, and approximately 1,300 cu. ft. inside with tailgate load. It has an overall length of 28 ft. from bumper to bumper and measures inside 20 ft. in length, 7 ft. 3 in. in height, and outside 8 ft. in width.

Note that the rear has the new beaver tail design, with double full length doors and inside disappearing type tailgate.

A double 42-in. side door is placed on the right. Other features include French corners; special built-in sleeping compartment; one-piece aluminum panel above the belt panel; removable covers for the rear wheels; chrome-plated hardware including air horn mounted on forepeak; three clearance lights each side; one automatic stop-light on left rear corner at the bottom; two large flood lights inside of body in rear and arranged to shine forward; and natural wood finish inside of body and cab.

### This Is Progress!

THE following letter speaks volumes as an indication of initiative and real sales promotion.

"Upon my return to Houston from the national convention of the National Furnitures Warehousemen's Association, I immediately carried out an idea that I have had for several weeks. I have organized a first aid class of eighteen, consisting of our out-of-town drivers, riggers and warehousemen, for the purpose of completing a first aid course that will entitle them to a Red Cross certificate. Upon completion, we will equip our trucks with a complete first aid kit and fire extinguishers as well as a metal plate informing the public that the truck is so equipped and that the driver stands ready to render any assistance possible when needed.

"We feel that this procedure will create a favorable comment about our company and that one of our men may render a real humanitarian service at some future time."

—Forrest Cannon, Westheimer Transfer & Storage Company, Houston.



Bekins Converts Semi into Full Trailer

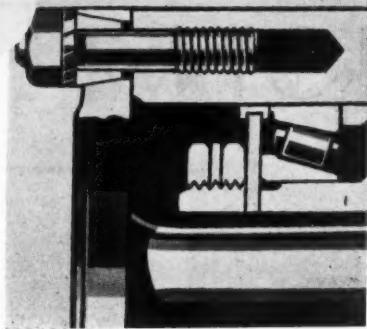
The Bekins Van & Storage Co., California, which has standardized on Fruehauf trailers for long distance hauling, is using ten semi-trailers on trips between San Francisco and San Diego. Above is shown a semi-trailer with 9.00 by 20 tires and 16 by 4 New Comer Lockheed hydraulic brakes with vacuum booster. The trailer behind is a 20-ft. drop-frame job with a converter gear which changes the single axle semi-trailer into a four-wheel job.



Streamlined Herman Van for Federal

The Federal Van and Storage Co., Kansas City, Mo., recently added this Ford-driven Herman Body Co. equipment to its fleet. The trailer body is 22 ft. long and has an inside capacity of 1,150 cu. ft. A 40-in. side door has been placed on this trailer to facilitate loading and unloading in some cases. The rear end is completely enclosed with two full doors, with a 36-in. tailgate. The unit is 35 ft. overall.

Right—Drive flange and hub showing driving dowel and stud of rear axle.



## STYLE AND PRICE FEATURE GMT 1936 MODELS

Twelve Models from  $\frac{1}{2}$  to 5-10 Ton Range in  
Price from \$425 to \$5,175. Appearance Outstanding

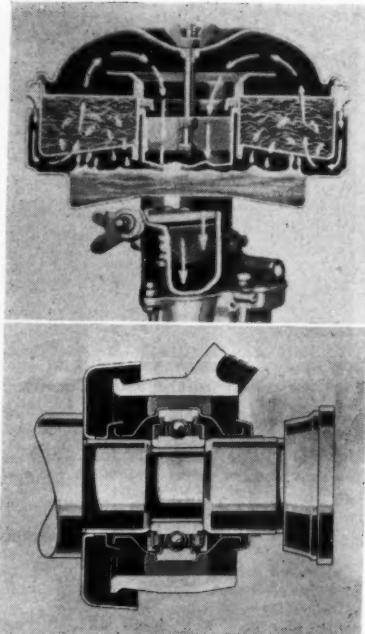
At lowest prices and with the broadest line in its history, General Motors Truck Co. has launched its truck program for 1936. A variety of standard equipment features, mechanical options, and de luxe equipment is expected to blanket every requirement of the purchaser.

Most striking is appearance, which carries a most modern note throughout the line. It is interesting, too, to find that this styling is designed to express the essence of utility, strength, and massiveness of load-carrying vehicles.

There are twelve models, ranging from  $\frac{1}{2}$  to 5-10-ton and from \$425 to \$5,175.

The line leads off with a  $\frac{1}{2}$ -ton Model T-14 with a base price of \$425. The group of three low-priced jobs—Model T-14, T-16, and T-16H—has the "213" power plant, used in the T-16 last year; this includes a number of added refinements. Three new engines with many important features for truck service are introduced: T-18 and T-18H have the "239"; T-23 and T-23H have the "257"; and T-33 and T-33H have the "286" engine. The "331" and "400" series engines remain unchanged. Both the T-61 and T-61H, which have the "400" engine, may be fitted with the standard "450" at extra cost.

The "H" series models listed this year indicate companion models having the same chassis features but using the rear end assembly



Left top—Down draft carburetion showing oil bath air cleaner and automatic heat control. Below—Cutaway showing rubber encased center bearing

of axle, springs, etc., of the next larger model, thus increasing load-carrying capacity.

All models except the T-14, T-16 and T-16H now have set-back front axles, thus offering standard

SAE loading spaces within relatively shorter wheelbase lengths. Dual performance rear axles are available at extra cost on T-16 to T-46 inclusive, providing increased power in the low range and faster running speed in the high range positions.

Improved brakes are a feature of all models. Hydraulic brakes are found on the lighter jobs, T-14 to T-18H inclusive; hydraulic brakes with vacuum power on T-23 to T-46 inclusive; and air brakes on the T-16 and T-61H.

Governors are standard equipment on all models from T-18 on. The new Leibing velocity governor has been adopted for T-18 to T-33H inclusive, while the Handy governor is continued on T-46, T-61 and T-61H.

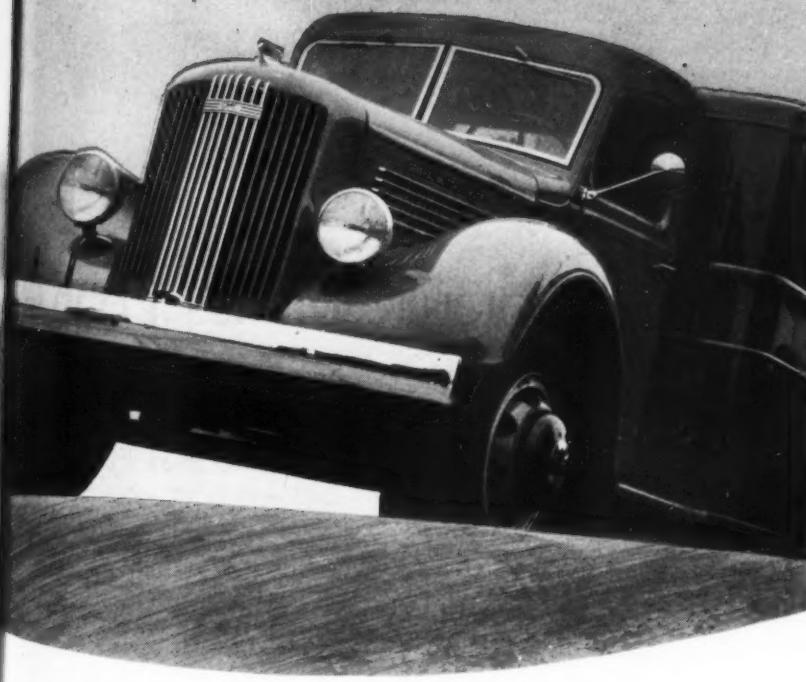
A new rubber-encased propeller shaft center bearing is now a regular feature of every model above T-14. The heart of this unit is a

### GMT 1936 Prices

Model	Ton Range	Engine	Base Price
T-14	$\frac{1}{2}$ -	213	\$425
T-16	$\frac{1}{2}$ -3	213	525
T-16H	$\frac{1}{2}$ -3 $\frac{1}{2}$	213	645
T-18	$\frac{1}{2}$ -4	239	815
T-18H	$\frac{1}{2}$ -4 $\frac{1}{2}$	239	895
T-23	2 -4 $\frac{1}{2}$	257	1,285
T-23H	2 -5	257	1,515
T-33	$2\frac{1}{2}$ -6	286	1,785
T-33H	$2\frac{1}{2}$ -6 $\frac{1}{2}$	286	2,135
T-46	$3\frac{1}{2}$ -7	331	2,485
T-61	4 -8	400	4,835
T-61H	5 -10	400	5,175

*Dual performance axles available optional or extra cost in models T-16 to T-46, inclusive. Set back front axle on models T-18 to T-61H, inclusive.*

GMT's distinctive front-end.  
Cabs are de luxe equipped



permanently greased and sealed self-aligning ball bearing mounted in a rubber ring. The rubber mounting prevents telegraphing of axle and transmission noises and is said to produce a trouble-free job which does not require lubrication or inspection during life of vehicle.

Another vital feature common to light and medium-duty models is the rear axle flange stud construction in which all the studs transmitting torque are fitted with tapered dowels. This is claimed to

produce a permanent non-loosening connection and consequently is expected to assure trouble-free service at this point.

One attractive appearance feature is availability of an unusual variety of color options at no extra cost, quite comparable to common passenger car practice. Thus the buyer can select from twelve colors for his color scheme on any model. In addition there is a special choice of seven de luxe color combinations on any model which specifies any of the de luxe options. This, too, is at no extra cost.

Following is a brief résumé of engine specifications as well as the special features of the new power plants:

The "213" is an L-head, 6-cylinder, 3 5/16-in. bore x 4 1/8-in. stroke, 213.3 cu. in. displacement. It is rated at 84 hp. actual at 3500 r.p.m. and produces a maximum torque of 152 lb. ft. at 1200-2500 r.p.m.

The "239" is a valve-in-head 6-cylinder, 3 5/16-in. bore x 4 1/8-in. stroke, 238.9 cu. in. displacement, rated 81 hp. actual at 3000 r.p.m. governed speed. Maximum torque 170 lb. ft. at 1000-2000 r.p.m.

The "257" is a valve-in-head, 6-cylinder, 3 7/16-in. bore x 4 1/8-in. stroke, 257.5 cu. in. displacement, rated 87.5 hp. actual at 2800 r.p.m. governed speed. Maximum torque 190 lb. ft. at 800-1600 r.p.m.

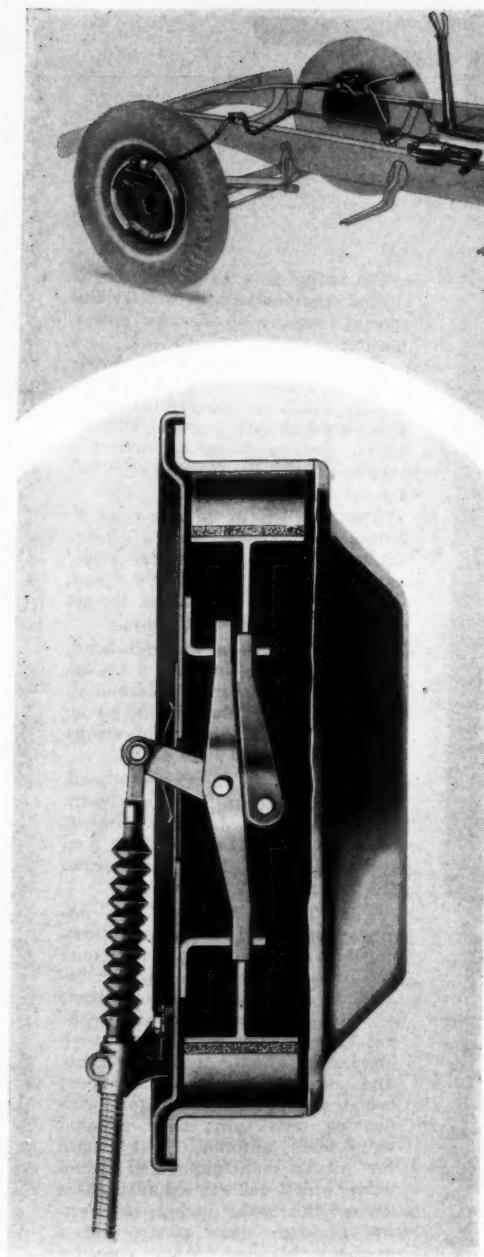
The "286" is a valve-in-head, 6-cylinder, 3 5/8-in. bore x 4 1/8-in. stroke, 286.4 cu. in. displacement, rated 90 hp. actual at 2600 r.p.m. governed speed. Maximum torque 205 lb. ft. at 1000-1800 r.p.m.

The "239," "257" and "286" engines, new models, have the following important features in common: full-pressure lubrication with rifle-drilled connecting rods; oil filter; oil bath air cleaner of self-washing type; heavy crankshafts with integrally-forged counterweights and external torsional balancer; heat-treated aluminum pistons with floating wrist pin; alloy exhaust valve seats; automatic heat control for intake manifold with control valve which deflects exhaust gases around the intake during warming-up; packless water pump with a spring controlled carbon ring replacing the usual packing and adjusting nut; air-cooled 100-watt generator.

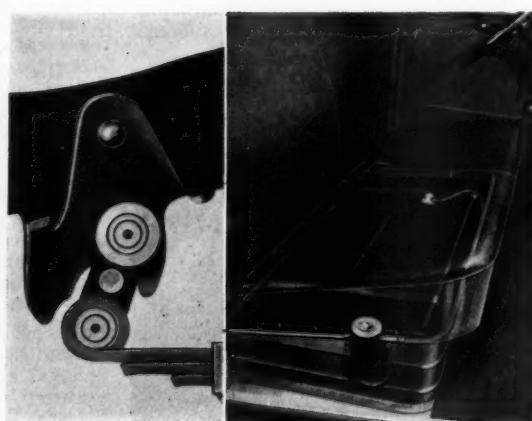
The "331" and "400," which remain unchanged, are both 6-cylinder valve-in-head types. The "331" develops 94 hp. actual at 2500 r.p.m. governed speed and 230 lb. ft. torque at 800-1400 r.p.m. The "400" develops 110 hp. actual at 2300 r.p.m. governed speed and 296 lb. ft. torque at 800-1600 r.p.m. Both have Stellite-faced exhaust valve seats.



Model T-46C, 178-in. wheelbase chassis with specially designed drop skirt stake body



Top—Showing brake layout of Chevrolet's 1 1/2-ton with master cylinder mounted on frame. Above—Design of the 1 1/2-ton rear wheel brakes with hydraulic mechanism omitted to show lever and connecting rods of the emergency brake. Right—Front spring hanger of the 1 1/2-ton is provided with two safety stops. The photo next to it shows the fuel tank mounted under the seat



## Hydraulic Brakes Feature

Full Length Water Jacket, Higher  
Other Developments in Line Range  
Model Has Full-Floating

**N**EW models for 1936, comprising a wide range of standard body types mounted on a  $\frac{1}{2}$ -ton and 1 1/2-ton chassis and with numerous advances in engineering and improvements in operation, are announced by Chevrolet Motor Co. Design changes, including a restyling of the sheet metal and the adoption of a coupe type cab with solid steel top, enhanced the appearance.

In the chassis the most noteworthy development is adoption of hydraulic brake operation in conjunction with improved brake mechanisms at the wheels.

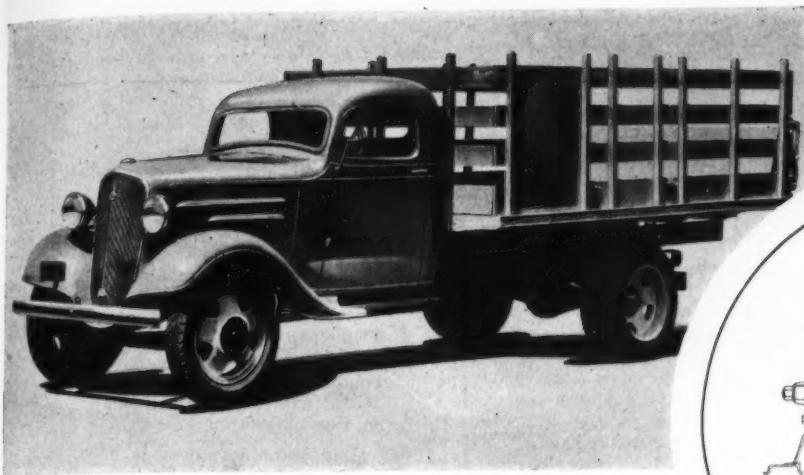
Engine improvements include increased power, better fuel and oil economy, and greater durability.

The major change is the use of full length waterjackets, in combination with higher compression ratio, 6 to 1.

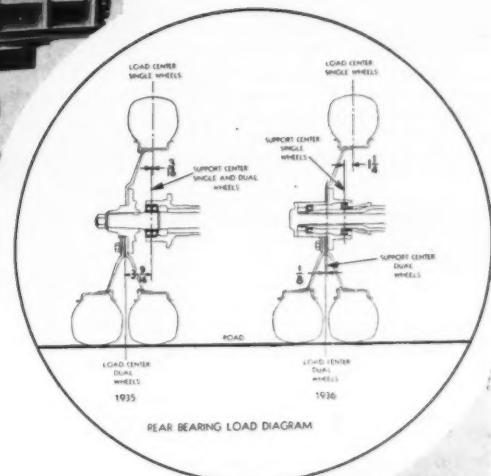
The new 1 1/2-ton has a full-floating rear axle, and a stronger housing that includes a malleable iron differential case and seamless steel axle tubes. Rear axle loads are carried on the housing, instead of on the axle shafts, which now have only to drive the wheels.

Passenger car comfort for drivers is offered in the new coupe type cab, which presents a streamline appearance and reduced overall height in an all-steel structure having a one-piece solid steel top. Cowl, windshield, steel top, and cab proper are combined in a single unit, riveted and welded together and reinforced by steel braces. The underbody is sheet steel, welded to the sides. The doors also are entirely of steel, while the cab interior, including instrument panel and door panels, is trimmed with steel having a crackled finish in brown, matching the upholstery. The seat back is adjustable. The windshield, which slopes at an angle of 16 deg., may be opened by a crank regulator. Dials in the instrument panel are grouped in front of driver; a package compartment is provided at the right side.

In both chassis models, radiator, hood, fenders and splash guard have been restyled. The sloping



Left—1 1/2-ton truck with stake body showing redesigned cab with one-piece steel top



## 1936 Chevrolet

Compression and Redesigned Cab  
ing from 1/2 to 1 1/2 Tons. Larger  
Rear Axle. Engines Identical

"V" radiator is wider at base; grille, formerly black, is chromium plated. The new hood carries two horizontal louvres, above which is mounted a large Chevrolet trademark emblem, in blue and chromium. Front fenders, extending lower in front, have deep skirts at sides, concealing chassis parts. A new convex chromium front bumper bar has been added to the 1 1/2-ton.

In changing to hydraulic brakes Chevrolet has adopted this principle of actuation to its own design of brake mechanism within the brake drums. A hydraulic cylinder with double opposed pistons is used to actuate each pair of articulated brake shoes. The master cylinder, whose piston is moved by the brake pedal to transmit pressure by a column of fluid to each wheel cylinder, is mounted on the frame in the 1 1/2-ton and on the clutch housing of the 1/2-ton.

The master piston is 1 in. in diameter on the 1/2-ton, and 1 1/4 in. on the 1 1/2-ton, while wheel piston diameters are varied to procure proper distribution of braking effect at front and rear wheels.

The hand brake lever actuates both service brake shoes in each rear wheel. Connection is by flexible cable, attached to a lever and toggle mechanism within rear brake drums.

On the 1/2-ton, brake drums are of composite construction, comprising

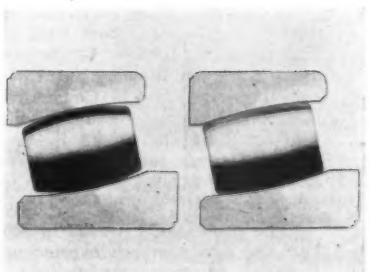
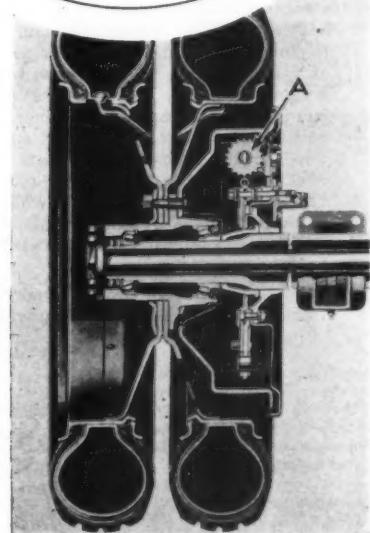
ing a cast iron rim and a pressed steel web. Braking surface is accurately machined, assuring true concentricity. Long life, freedom from scoring, and more effective braking are advantages claimed for cast iron. Outer surface of drum is machined in deep grooves which form five ribs, to promote cooling. On the 1 1/2-ton the effective brake lining area is 330 sq. in., or 55.6 sq. in. more than formerly.

Engines of the two chassis are identical in design, horsepower and torque. Maximum horsepower is 72 at 3,200 r.p.m. At 1,000 r.p.m. horsepower it is 30; at 2,000, it is 57 1/2. Maximum torque is obtained over an unusually wide range of engine speeds, 155 ft. lbs. being maintained all the way between 900 and 1,500 r.p.m.

The increase in compression ratio to 6 to 1 is credited with effecting a 6% improvement in fuel economy. Combustion chambers have been reshaped to attain smoothness with the higher compression.

Chevrolet's balanced carburetor promotes fuel economy and easy starting. Air pressure in float chamber is balanced with that inside carburetor intake, to effect a constant ratio of air to gasoline in fuel mixture and to offset choking effect that gradually increases as the air cleaner becomes clogged.

(Concluded on page 32)



Above—Diagrammatic view of the new barrel type roller bearing used in the full floating rear axle. Circle—This diagram shows the comparison between the loading of rear axle bearings of 1935 and 1936 models. Center—Sectional view of Chevrolet's new full floating rear axle

## Chevrolet Features Hydraulics

(Concluded from page 31)

Major improvements have been made in the Chevrolet cooling system to maintain lower engine temperatures, and to attain important benefits in control of engine oil temperature and of cylinder block and valve push rod expansion. The chief change is adoption of full-length waterjackets. Formerly only upper part of the cylinders was waterjacketed; in the new engines the waterjacketing extends far below lowermost point reached by head of piston—nearly to lower edge of piston skirt at bottom of stroke. The rings thus come in contact only with a cylinder wall surface that is constantly cooled. Thus, as full depth of cylinders is surrounded by water, cylinders warm up evenly.

A valuable effect of full length waterjacketing is automatic control of engine oil temperature. In previous designs, engine oil would attain a temperature 100 deg. hotter than the water, by coming in contact with uncooled lower part of the cylinders. With the new full length jackets, oil temperature runs 30 deg. cooler than formerly. Still further cooling of the oil supplied to the valve rocker shaft is effected by running the line through the cylinder block, where it is surrounded by water; this oil is further reduced in temperature by 10 deg.

The new system not only maintains a lower constant oil tempera-

ture, but acts to warm up the oil supply to the valve mechanism more quickly after a cold start. As the water in cylinder block quickly heats when engine is started, it begins to warm the copper tube carrying oil to rocker arms almost immediately. The effect is a more nearly equal expansion of cylinder block and valve mechanism.

Further improvement in cooling has been made by changes in radiator cores of both models. In the  $\frac{1}{2}$ -ton the core is now made of copper, as on the  $1\frac{1}{2}$ -ton truck core; this gives increased efficiency because of greater heat conductivity. The core of the  $1\frac{1}{2}$ -ton has been provided with enlarged area of air fin surface to increase cooling capacity.

Generators are equipped with ventilators, which stabilize temperature at about 80 deg. higher than that of the atmosphere.

Clutch improvements include use of a new shot-blast process of treating the cushion springs of the disc, resulting in greater durability, and a more accurate alignment of clutch release levers.

The steering gear of both models has been improved in action and durability by adoption of a larger pitman shaft with longer bushings, and larger pitman arm.

The front spring hanger of the  $1\frac{1}{2}$ -ton now incorporates two safety stops, to limit movement of

axle in case of spring breakage. These stops are heavy lugs on hanger, allowing normal shackle movement but capable of taking entire load should main leaf of spring break.

The fuel tank in the  $1\frac{1}{2}$ -ton with cabs is now mounted under seat, with no connection to chassis frame. Two straps, near the ends, lash tank to cab under body, which supports entire bottom of tank. A flexible metallic tube connects with fuel line leading to fuel pump. Filler cap extends from seat riser, so it is not necessary to raise seat cushion or for driver to leave cab when tank is to be filled. Capacity of this tank is increased to 18 gal.

Important development in bearing design marks the  $1\frac{1}{2}$ -ton full-floating rear axle. The load at each wheel is carried on two Hyatt roller bearings of entirely new type. Instead of plain rollers, the new bearing uses barrel-type rollers, the bearing surfaces being ground radially. The bearing surfaces of inner and outer races also are ground radially, but on a greater radius. Under a light load, therefore, contact between the surfaces of roller and races is slight. As load increases, elasticity of material compresses rollers and races so that a greater area of surface is brought into contact. In other words, capacity of the bearings increases as load increases.

Wire wheels used on the  $\frac{1}{2}$ -ton have been made stronger and more rigid.

## Pick-Up Service by Railway Express Protested to I.C.C. by Colorado Warehouse Group

THE Colorado Transfer & Warehousemen's Association has registered a formal protest with the Interstate Commerce Commission against the handling by the American Railway Express Co. of railroad pick-up and delivery service. The complaint is signed by J. F. Rowan, Denver, secretary, and Zene D. Bohrer, attorney. The protest reads in part:

"The protestants are 35 in number and are common carriers authorized to transport freight in Colorado under and by virtue of authority granted by the State Public Utilities Commission.

"These protestants have, in large, been in operation for the past 40 years and have been operating in the past seven years under common carrier certificates. In the past, all

pick-up and delivery service for the railroads has been carried on by these warehousemen—protestants.

### Large Investment

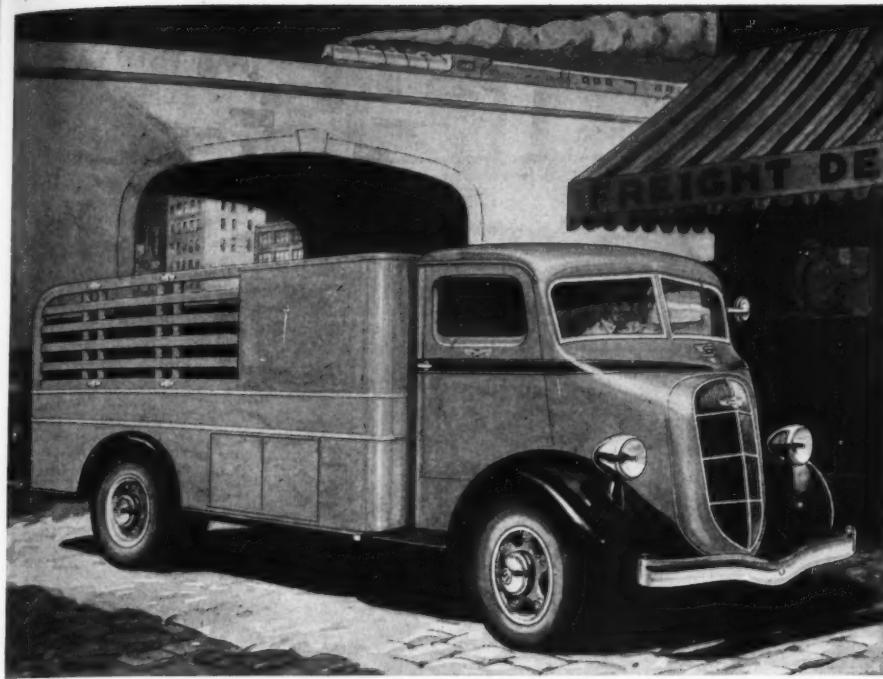
"To carry on this operation, it has been incumbent on the protestants to invest large sums in equipment on which they pay, annually, large property taxes; and, in addition, to maintain an 'A-1' credit rating, inasmuch as these protestants paid the railroads the prepaid and collect freight charges in advance for consignors and consignees.

"Now, the American Railway Express Co., which in the past has only maintained a pick-up and delivery service for its own freight, has entered the field of pick-up and

delivery service for hire for all customers, and by underbidding has and now is eliminating the warehousemen—protestants in this field.

"This service on the part of the American Railway Express Co. has been and is now instituted subsequent to June 1, 1935, and is therefore not entitled to recognition by the Interstate Commerce Commission as coming under the so-called grandfather clause—namely, Section 206 of the Motor Carrier Act of 1935.

"In truth and in fact, this aforementioned operation of the American Railway Express Co. is an illegal operation not coming under any color of authority from the Commission or the Motor Carrier Act of 1935."



*Space-Savers! Time-Savers! Money-Savers!*

## NEW METRO SERIES "CAB-FORWARD" TRUCKS

AMERICAN business needed this new-day extra-compact truck. First of its kind in the low-priced field, completely engineered throughout, for better load distribution, shorter turning radius and driver visibility—the new Studebaker Metro series is winning sensational reception throughout the nation.

It cuts down overall length by as much as 40 inches—makes possible tractor-trailer lengths well within the requirements of most states. It uses less garage space and less parking space. It gets your goods into and out of many places where ordinary trucks can't be driven at all.

City hauling, inter-city transport, road and construction work, orchard and farm service—anywhere that short turns in

cramped quarters are necessary—there the Metro will save time, fuel and temper as well as damage to the truck itself and to other property.

Engineered in the 80-year Studebaker tradition, with genuine truck construction. Big, 6-cylinder truck engines, full-floating rear axles, hydraulic brakes and super-strength frames. Cab designed for comfort, convenience and easy access from either side.

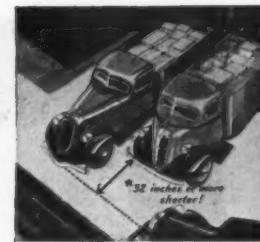
Call your Studebaker dealer and let him show you the important, money-saving advantages of the new Studebaker line for 1936. Studebaker Standard Series trucks are also extra-compact. Full range to 5 tons.

THE STUDEBAKER CORP.  
Truck Division, South Bend, Indiana

Studebaker Trucks  
priced from

\$565

upward, chassis  
at the factory



*Ideal for all types of City Delivery and Collection Service! Get in and through narrow alley-ways, make turns conventional trucks can't make. Better visibility! No sacrifice in body room! Greater safety!*



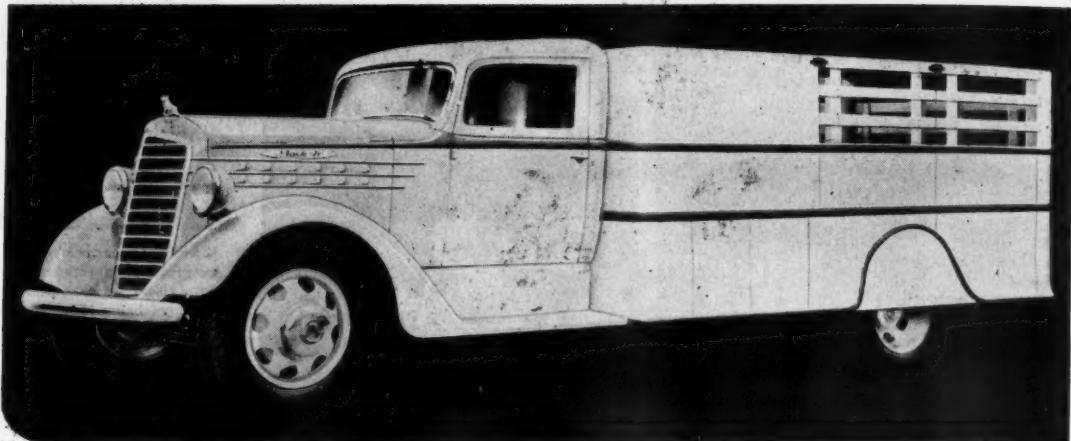
*Through twisting, narrow woods and farm roads. Tractor-trailer service "under difficulties" is far easier because of Studebaker Metro short turning radius and easy maneuverability in very cramped quarters.*



*Easy-access cab. No mountainous "hump" for the driver to clamber over. He steps in or out in safety from the curb side! Wide, well-upholstered seats. Gearshift and brake levers are ideally located.*

# STUDEBAKER

FOREMOST IN TRANSPORT SINCE 1852



Mack Jr. 166-in. wheelbase truck with gross rating of 11,500 lbs. One of five models company is producing in low-price field

WITH five models ranging in price from \$535 to \$1,035, Mack Trucks, Inc. has entered the low-price field. The introduction of this new line is a radical departure from the company's policy of manufacturing only heavy-duty trucks. The range is from  $\frac{1}{2}$ -ton to 2-ton models and the line includes also the Traffic type and tractors.

Every unit has been proven by at least three years of service covering all types of work. In many cases mileages of 100,000 miles a year have been run up by these trucks. The entire line has unusually sturdy chassis.

The  $\frac{1}{2}$ -ton has a wheelbase of 118 in. with a gross rating of 4500 lbs. The  $1\frac{1}{2}$ -ton, with a gross rating of 10,000 lbs. is available in 139 and 166-in. wheelbases and in special wheelbases from 170 in. to 190 in. The  $1\frac{1}{2}$ -ton to 2-ton, with a gross rating of 11,500 lbs., is available in 139 and 166 in. wheelbases and in special wheelbases from 170 in. to 190 in. The 2 to 3-ton, with a gross rating of 13,500 lbs., is available in 142 and 166 in. wheelbases, as well as in the special wheelbases from 170 in. to 190 in. The Traffic Type in the 2-3-ton truck has a 166 in. wheelbase with special wheelbases up to 190 in. and a special 150 in. tractor wheelbase.

The  $\frac{1}{2}$ -ton Model 1M is powered with a 6-cylinder engine which will have alloy iron cylinders, full-pressure lubrication, Lo-Ex aluminum pistons and Stellite valve inserts. This engine has a bore of 3 3/16 in. and a stroke of 4 1/4 in. with a 209-cu. in. piston displacement and a brake hp. of 72 at 3000 r.p.m. It has a 5.4 to 1 compression ratio and a maximum governed speed of 3000 r.p.m.

The clutch on this model is single plate with 94 1/4 sq. in. frictional area. Transmission is three speeds.

## NEW MACK JUNIORS ARE LOW PRICED

Company Breaks with Traditional Policy of  
Building Only Heavy-Duty Vehicles. Prices  
\$535 and Up

The brakes are internal hydraulic with an external hand-brake acting on the transmission, giving a total braking area of 170 sq. in.

The  $1\frac{1}{2}$ -ton 10M employs an engine of 209 cu. in. displacement, a clutch with an area of 94 1/4 sq. in. 4-speed transmission, and a 295 1/4 sq. in. total braking area.

The  $1\frac{1}{2}$ -ton 20M truck also is powered with a 6-cylinder engine with a piston displacement of 228 cu. in., a 5.4 to 1 compression ratio, a brake horsepower of 74 at 3000 r.p.m., and has a maximum governed speed of 3000 r.p.m. It has chrome-nickel cylinders, full-pressure lubrication, Lo-Ex aluminum pistons and Stellite valve inserts. This engine has seven main bearings, a bore of 3 3/8 in. and a stroke of 4 1/4 in. The transmission has four speeds, with five speeds available at extra costs.

The 2-3-ton 30M truck of 13,500 lb. gross rating is powered with a 6-cylinder engine with chrome-nickel cylinders, full-pressure lubrication, Stellite valve inserts, and has a brake hp. of 85 at 3000 r.p.m. This engine has a bore of 3 3/8 in. and a stroke of 5 in. It has seven main bearings and a maximum governed speed of 3000 r.p.m., with a 5.51 to 1 compression ratio. It

uses a single plate clutch with 131 sq. in. frictional area.

The transmission has four speeds, with five speeds optional at an extra cost. The brakes are internal hydraulic, with a hand-brake acting on the transmission and a total braking area of 350 1/4 sq. in. The brakes are actuated by a BK booster.

In appearance the new Mack Jr. line is featured by large fenders, an abundance of chrome plating, a chrome grill, de luxe hub caps and bumpers and forged disc wheels.

A feature available on the 10M, 20M and 30M models is a 2-speed under-drive rear axle, which has been proven through years of operation. Through a lever in the cab the under-drive additional ratio of 1.5 to 1 can be brought into operation to give ample gear reduction for hill climbing ability. This feature will save oil, gas, time and wear and at the same time promote greater all-around truck efficiency.

The entire line employs unusually sturdy chassis. The  $1\frac{1}{2}$  to 2-ton models have helper springs, dual tires, oil bath air cleaner and so many other refinements that by adding a de luxe cab the purchaser has "a truly outstanding job at a low price."

# introducing a greater gmc value in the 3-ton range

only  
**\$895**

CHASSIS  
F.O.B. PONTIAC



On price alone, or on specifications alone, or on the still sounder basis of its ability to out-perform and out-earn this rugged GMC truck is an unequalled value.

**Greater Power**—Increased horsepower and increased torque for more work... in fact a larger engine than ever before in a GMC at this low price... efficient valve-in-head design, of course, and many refinements assure ample power for every demand.

**Improved Performance**—Engine improvements, transmission improvements, rear axle improvements, refinements throughout the entire truck, assure the kind of performance that will fully satisfy the most exacting truck operators.

**Streamlined Appearance**—One glance at this GMC 3-ton value for 1936 and ten to one you'll say its advanced streamlined appearance—in the all-steel "helmet top" cab as well as in the chassis—sets it apart as a truly distinctive vehicle.

**Driver Appeal**—In addition to the many chassis refinements that contribute to the driver's physical and mental comfort there is likewise a roomy, comfortable cab with many conveniences such as advanced features of ventilation, that will improve the efficiency of any driver.

**Dual Performance and other money-saving advantages**—Throughout this exceptional truck are features that shrewd operators will be quick to value in a dollars-and-cents way. And available also is GMC dual performance rear axle which saves gas, lowers upkeep costs, saves oil, saves time and lessens wear.

1/2 TO  
15 TONS  
TIME PAYMENTS AVAILABLE  
THROUGH OUR OWN YMAC  
6% PLAN

## GENERAL MOTORS TRUCKS AND TRAILERS

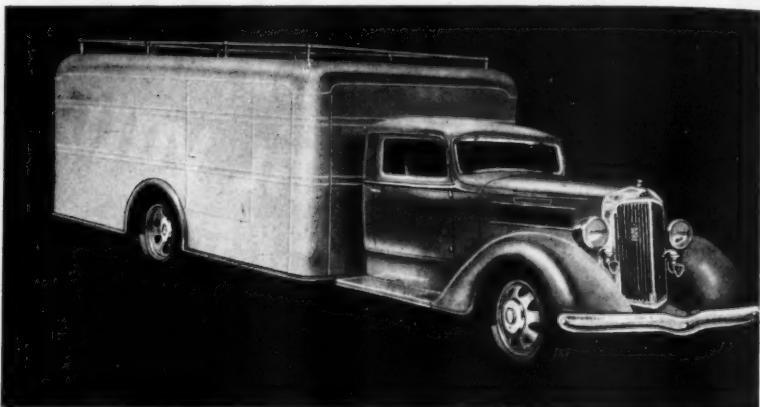
General Motors Truck Company, Pontiac, Michigan

# REO'S NEW LINE HAS PRICE APPEAL

## Streamlining, Wide Range of Models for Commercial Requirements Other Features

A LINE of smartly streamlined trucks meeting approximately 98% of all commercial transportation requirements is announced for 1936 by the Reo Motor Car Co. Models range from  $\frac{1}{2}$  to 4-6 ton, with tractor and trailer equipment handling much greater tonnages. Base chassis prices start at \$445 f.o.b. Lansing.

Basic Reo design has been followed throughout, with refinements and improvements in appearance and performance-ability. Power is provided by the Gold and Silver Crown engines with extra heavy, perfectly balanced crankshaft; durable, long-lived alloy iron block; Lo-Ex aluminum alloy, cam-ground T-slot, precision-balanced pistons; full pressure lubrication; and efficient, down-draft carburetor. The heavy duty transmissions have helical countershaft drive, promoting quiet operation in all speeds. Rear axles are built with straddle-



Reo's 2 to 3-ton chassis with 12-ft. insulated van body

The new deluxe cab is shaped and styled to carry out streamline effect of chassis. It is built of steel reinforced with wood; and with three-point mounting it is not affected by weaving or distortion of chassis frame. Airplane dials, indirectly lighted, are easy to see and easy on driver's eyes. Glove boxes are located in instrument panel. Sealed doors and windows prevent cold drafts. Windshield is adjustable to improve ventilation.

65 per cent. A 15-ft. body can be supplied on 166-in. wheelbase. This requires a 190-in. wheelbase on the conventional chassis.

### Stewart Announces $\frac{3}{4}$ -Tonner Selling for \$545

STEWART MOTOR CORP. has brought out a new  $\frac{3}{4}$ -ton chassis, known as Model 60H, at \$545.

This new job has a 6-cylinder engine with 3-in. bore and 4-in. stroke and a full-floating rear axle. Other features are a 10-in. clutch, 13-in. hydraulic brakes, synchromesh transmission, and oversize electrical equipment. The piston displacement is 169.6 cu. in. and develops 60 hp. at 2,800 r.p.m.

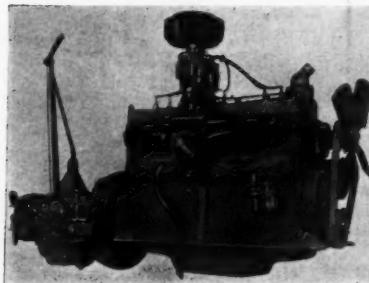
Service brakes are Lockheed 4-wheel hydraulic, operating against cast steel drums. Emergency brake operates on rear of transmission.

Two wheelbase lengths are supplied—128-in. for 8-ft. bodies, and 120-in. for 6 $\frac{1}{2}$  and 7-ft. bodies. The standard chassis weighs 2,325 lbs.

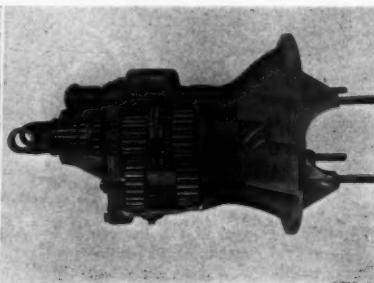
Several body styles are available for this  $\frac{3}{4}$ -tonner—a panel in 6 $\frac{1}{2}$ , 7 and 8-ft. lengths; a steel pick-up in 6-ft. 8-in. and 8-ft. lengths; and a covered express in 7 and 8-ft. lengths.

### Hudson Enters Truck Market with Terraplane Models

HUDSON MOTOR CAR CO. has entered the commercial car field for 1936 with a line of Terraplane models: custom panel delivery; utility coach;  $\frac{3}{4}$ -ton cab pick-up express; custom station wagon; and chassis with cab. All models are mounted on the 115-in. Terraplane chassis.



Reo's Gold Crown 268-cu. in. engine is used in the 2-3 ton and 2-4 ton models and available at extra cost on the 1B4 models



The 2-speed rear axle unit, giving the equivalent of two trucks in one, is available for the 1 $\frac{1}{2}$ , 1 $\frac{1}{2}$ -2 $\frac{1}{2}$ , and 2-3 ton models

mounted pinion, the housing carrying the load while the shafts propel the vehicle. Dowel-bolted ring gears are a feature of rear axles.

Offered in the new models are such advantages as optional engines; 5-speed transmission in certain models; 2-speed rear axle and double reduction axles; deluxe cab and forward drive.

Brakes are internal-expanding, sealed, automatically-equalized hydraulic. The instantaneous two-shoe action is positive and is not affected by temperature, dirt or moisture.

Roof is French type steel up to the roof panel proper, which is Masonite covered with first-grade top decking. Cushions are deeply upholstered with long-wearing leatherette; full-spring cushions and back.

The 2D4M commercial forward drive chassis is designed for cab-over-engine operation. This type chassis gives extra payload space, providing for easy maneuvering and meeting the various State laws on vehicle length. Driver sits beside engine, and front axle takes 35 per cent of the load, the rear

*Another*

# WAREHOUSEMAN BUYS A HERMAN



The Herman model FS-1100 shown here has 1076 net inside cubic feet capacity, not including gate.

#### WEIGHT COMPLETE

(Trailer and body)  
5100 lbs.

ASK  
the warehouseman  
who has one!

★ Herman Alloy Steel Trailers embody ★ New Basic Design ★ New Materials ★ New Fabrication Methods. Because of their lower gross weight and built-in balance, Herman Alloy Steel Van Trailers require a definitely smaller truck to handle them, thereby reducing original investment with continuous savings in operating costs and insurance.

WRITE TODAY FOR COMPLETE DETAILS

**THE HERMAN BODY COMPANY**

4420 Clayton Ave. St. Louis, Missouri.

## Date for Filing Tariffs is Deferred to March 23.

### Registrations Now 75,000

*(Washington Correspondence):* Unofficial estimates based on periodical announcements by the Interstate Commerce Commission fix the number of truck operators who have registered under the Motor Carrier Act at about 75,000.

What percentage this number bears to the whole number subject to the Federal regulatory act cannot now be computed, as there are no accurate statistics to go by. During the NRA regime it was estimated that 200,000 vehicles were to be gathered under the wing of the Blue Eagle, but this included the trucks of operators using a large number of units, and also those used wholly in intrastate commerce, then erroneously supposed to be subject to Federal regulation.

ICC has expressed satisfaction with the registration. In the closing days, the forms came in by thousands, swelling the early and disappointing registry to a point at which the Motor Carrier Division felt justified in proclaiming the law a success in that particular.

Now the Government is confronted with the staggering problem of policing. That it must be placed upon a voluntary basis almost wholly is indicated by the fact that the enforcement staff consists of only 160 men. To operate with so small an organization means that, in the very first instance, each must exercise surveillance over about 500 operators, and it must be borne in mind that the registered truckers are those who displayed a cooperative and interested attitude toward the law by registering. Their task with the recalcitrant operators is one certain to be beset with difficulties, it is recognized at ICC headquarters here.

While the estimated number of 75,000 came in before the Feb. 12 deadline was reached, the job of enrolling them is by no means complete. The great majority made use of the abbreviated form for registration, which merely made their operations a matter of record and protected them under the "grandfather clause"—a section of the law which authorizes continuance of operations which were in existence on or before last Oct. 15. Supplementary data must now be filed, and examination of each application must be made to determine whether or not the registrant is subject to the law. Hundreds filed for the purpose of protecting their rights in the event they are ruled liable to the terms of the law, but at the same time gave no

notice of their intention to dispute such a ruling in the event it is handed down.

The first problem to be undertaken by the force of 160 inspectors, and other agents of the ICC, will be the ferreting out of those truckers who come within the purview of the Act but who failed to register. This involves a nationwide search, going into every city and town in the country to determine who is in unlawful operation; and that includes every interstate trucker who did not register prior to Feb. 12.

Although the flood of registration forms so overwhelmed the clerical staff of the Motor Carrier Division as to make it impossible even to stack the forms for study by the Commission's examiners, complaints already are being received. Registered operators are demanding immediate punitive action against competitors who have not complied with the law. The Commission has promised to give attention to this problem as quickly as possible but explains that no promise can be made that the situation can be cleared up speedily.

Meanwhile the National Conference of Truck Tariff Bureaus, which represents more than 2,500 operators, has asked ICC to postpone the filing and effective dates covering rates. Late in February the Motor Carrier Division fixed March 23 as the last date for filing truck rates and tariffs. It did not, however, postpone the April 1, effective date, pointing out that new legislation would be needed to extend the April 1 deadline. The operators ask that the date be made May 1.

Reports coming to Washington indicate that the request for such a postponement will soon reach the state of a demand from the entire regulated industry, based upon the claim that insufficient time has been allowed to meet this requirement of the statute. The compilation of data has progressed favorably, but is complete in comparatively few districts; and following such compilation comes the huge task of printing.

In addition to the National Conference, suggestions for postponement have come from the Midwestern Motor Freight Tariff Bureau, Kansas City, Mo.; Mississippi Valley Motor Freight Bureau; Indiana Motor Rate and Tariff Bureau, Indianapolis; New Jersey Motor Truck Association, Newark; Ohio Association of Commercial Haulers, Columbus; the Central Motor Freight Association, Chi-

cago; Middle Atlantic States Motor Carrier Conference, New York; Ohio Motor Freight Tariff Committee, Columbus; the New York and New Brunswick Auto Express Company, Inc., New York.

In substance, the bureaus argue that the gathering of necessary data for completion of registration forms has required a concentration of attention which has not permitted operators to give due consideration to the question of tariffs. If the tariffs are to be workable, it is pointed out, time must be allowed for exchange of ideas between the sectional bureaus through which the best methods evolved by each may be picked out and written into the filed tariffs.—(James J. Butler.)

### Warehousemen on Trucking's National Rates Committee

*(Washington Correspondence):* James B. Godfrey, Jr., Detroit, has been elected chairman of the national classification and rates committee of the trucking industry; and Evans Nash, Oklahoma City, has been named vice-chairman.

Regional appointees to the committee include, in Region 1, Griswold B. Holman, secretary George B. Holman & Co., Inc., Rutherford, N. J.; in Region 7, H. E. English, secretary Houston Port Warehouse Company, Houston; in Region 8, L. E. Stone, president White Line Transfer & Storage Co., Des Moines; and in Region 12, H. H. Halverson, manager Star Truck & Warehouse Co., Los Angeles.—(H. M. Manning.)

### All Truck Drivers May Be Licensed

*(Washington Correspondence):* The Safety Section of the Bureau of Motor Carriers is seriously considering proposals to license all truck drivers by an order of the Interstate Commerce Commission under authority of the Motor Carrier Act, it has been disclosed.

Instead of merely listing drivers, it is proposed that the Commission issue licenses as a matter of right to those in service prior to the date of a "grandfather" clause—July 1 has been suggested. Those becoming chauffeurs after the date, however, would be subject to tests, including physical examinations.

This licensing proposal is one of many problems of the Safety Section, which is busy promulgating regulations to govern less controversial requirements, on which there have been surprising varieties of opinions among the various interested organizations, according to H. H. Kelly, chief of the Section.



## You Have It In Bulk We distribute it to point of use

Anything that can be carried by a messenger can be delivered by us direct to dealer or consumer.

No job too complicated. A single item can be delivered—or an item with a message of explanation, oral or written—or a counter display delivered with an item and set up on counter.

Trained sampling and circular distributing crews under skilled supervision can be timed to synchronize with advertising and merchandising moves.

Coverage quick, simultaneous and economical.  
*You state your problem. We can solve it.*

**WESTERN UNION**  
*Everywhere*

The first rules to be issued by the Commission will cover rules of the road, operating regulations, description and registration of trucks, periodic inspection, equipment standards, and accident reporting, in addition to the driver qualifications.

Such subjects as uniform size and weight limitations and limitations of drivers' hours of service, on which widely varying opinions undoubtedly will be offered, will be considered at later date.

The Safety Section is being as thorough as possible in drawing up its plans. All interested parties, as State commissioners, bus and truck operators, motor vehicle administrators, State bus and truck associations, and highway officials, are given an opportunity to present their views. Further general conferences may be expected before the regulations actually are put into effect, officials state.—(George H. Manning, Jr.)

#### Connecticut Household Movers Classed as Common Carriers

CONNECTICUT household movers will be classified as common carriers under the State truck regulation law, the Public Utilities Commission has announced, and will be required to file individual tariffs on a point-to-point and per hundredweight basis instead of on mileage and cubic feet.

The P. U. C. previously had been inclined to regard furniture movers as contract carrier, and its action to determine the common carrier status followed that of the I. C. C. under the Motor Carrier Act.

The minimum tariff for intra-state hauling which had been

drawn up by the Connecticut Warehousemen's Association and presented to the State Commission with a request that it be adopted and prescribed by that body has been withdrawn as a result of the ruling.

"ConnWa" is seeking temporary continuance of mileage and cubic foot tariff bases pending preparation of point-to-point or zone-to-zone and per hundredweight rates.

#### Connecticut Bars Bay State Trucks on Insurance Ground

WHAT is claimed to be the first appeal of its kind since the Motor Carrier Act was enacted is that of two Massachusetts trucking companies which have been banned from Connecticut highways because their insurance provisions were disapproved.

University Overland Express, Inc., Cambridge, and the John J. McCarthy Co., Taunton, were refused such permission by the Connecticut Public Utility Commission because the Service Mutual Liability Insurance Co., with which both are partially insured, "is not licensed by the Insurance Commissioner of the State of Connecticut to do an insurance business in the State."

Unlawful interference with interstate commerce in violation of the Constitution of the United States is charged in an appeal filed by the two companies in the Superior Court at Hartford. The Motor Carrier Act of 1935 "supersedes and renders inoperative the power and authority of the State of Connecticut and of said commission, if any, to require insurance of the nature prescribed by said Commission," the appeal sets forth.

In its decision the State Commission ruled in substance that the Motor Carrier Act of 1935 is directed to the regulation of interstate transportation over the highways and that not until the I. C. C. establishes regulations on insurance will the present policy of Connecticut to protect its citizens lack the customary vigilance.

#### National Team and Truck Association Reorganizes

THE National Team and Motor Truck Owners' Association, a 35-year old organization made up of commercial haulers, was reorganized at Cleveland in February and is now the National Local Trucking Association, Inc.

The new body broadens out the activities of the older one and will open permanent offices at Washington, D. C., under the management of an executive secretary, to be selected in the near future.

Reorganization was deemed necessary because of the possibility that the Federal Motor Carrier Act may affect local trucking men even beyond the safety regulations provided for in that Act.

Officers, elected at the Cleveland meeting, are:

President, Philip A. Smith, Jr., president, Smith Cartage Co., Chicago, and president of the Chicago Business Men's Institute; first vice-president, Hugh E. Sheridan, president, Sheridan-Duncan Cartage Co., New York City; second vice-president, Wade T. Childress, vice-president, Columbia Terminals Company, St. Louis; treasurer, James M. Naye, president, James M. Naye, Inc., Philadelphia; secretary, Curtis C. Stewart, manager, Chicago Cartage Exchange, Chicago.

### Interests Controlling Atlas Storage Co., Milwaukee, to Erect a Motor Freight Terminal



REGARDED as an important step toward the development of Milwaukee as a motor freight center, a truck terminal is to be constructed on the Pfister & Vogel property at the Northwest corner of South Sixth and West Virginia Streets. The Pfister & Vogel Leather Co. owns the Atlas Storage Co.

The new terminal will extend from the Atlas firm's seven-story warehouse, shown at left in accompanying picture, across the vacant property to the retaining wall at right. A total of 50,000 square feet will include 18,000 square feet in new dock and warehouse structures. The terminal will have rail facilities.

A ten-year lease has been signed by the Yellow Truck Lines, Inc., Madison, and the Northern Transportation Co., Green Bay, on the new building.

# WHAT'S NEW

Shop Equipment  
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If you desire further information regarding products listed below, or copies of literature mentioned, we will gladly secure same for you. Just check the number in coupon and mail it to

## DISTRIBUTION & WAREHOUSING

1—**Barrel Truck.** The Morse cradle truck for handling heavy drums and barrels is constructed of strong steel angle with a malleable iron nose piece. One end has a curved rocker which gives great leverage at all points. Large rollers reduce the effort required to move loaded drums. Retails at \$6.00. Maker, Morse Mfg. Co., Inc.

2—**Automatic Brake Lock.** A simple, effective, fool-proof, locking device that can be depended upon to hold the brakes effectively, regardless of how steep the grade or how heavy the load, until the brakes are released. Easy to apply, no change of present brake system necessary. Maker, American Die & Tool Co.

3—**Hole Saw.** Can be used in a hand drill or a drill press for cutting holes in wood, bakelite or metal sheets. The blades are replaceable in a permanent holder, eliminating the necessity of discarding the holder when only the blade is worn out. Will cut holes from  $\frac{3}{8}$  to  $4\frac{1}{4}$  in. diameter. Maker E. C. Atkins & Co.

4—**Defroster.** The No. 138 Sunburst defroster is a miniature warm air furnace. Cool air flows in through holes at the bottom, is heated, and then rises in a warm blanket against the inner face of the windshield. A clamp-on plug-in socket is furnished to be mounted on the dash. Maker, H. E. Williams Products Co.

5—**Fender Straightening Tool.** A pneumatic

type, the hammer parts being made of special steel, machined and hardened and ground. The hammer is instantly raised or lowered to the work by means of a spring controlled lever. The device weighs only 12 lbs. Two yokes, an assortment of five shaping dies and 50 ft. of air line are furnished with the equipment. Maker, Chicago Pneumatic Tool Co.

6—**Fan for Driver Compartment.** Vacuum operated and designed to remove steam and frost from the windshield and when used in connection with heating system will also remove snow and sleet. Can be attached to the steering column or mounted on the header board. Retails at \$5.00. Maker, Trico Products Corp.

## KEEP POSTED ON TRADE LITERATURE

7—**Brake Control.** A 16-page booklet packed with information desired by any fleet operator interested in knowing the fundamentals of brake design in relation to vehicle performance. Designed primarily for the truck operator, well illustrated with charts, etc. Given free by Linderman Devices.

8—**Skip Hoist & Drag Line Machinery.** A complete catalog covering the line of elevating, conveying and power transmitting machinery made by the Palmer-Bee Co.

9—**How the New Warner Electric Brake Works.** A fully illustrated description of how this improved braking system for trucks and trailers works. Invented by the man who designed the Warner speedometer. This new electric system has twelve exclusive advantages, including safety, power, long life, reliability and low cost that every truck operator should be acquainted with. Takes less power to operate than a taillight. Maker, Warner Electric Brake Corp.

10—**Six-Wheel Truck vs. Tractor-Trailer Units.** An interesting treatise on a perplexing problem, all based on firsthand information secured from operators who have used both types of equipment. Also covers 6-wheel attachments from the standpoint of economy. All reports from the operators on the subject are reproduced in this booklet. Published by the Fruehauf Trailer Co.

11—**Truck Battery Data.** A 16-page book completely covering all questions concerning battery selection, comparisons of practically all types, replacement data covering not only the latest truck models but older types as well. Also shows how to figure lighting load, starting load, etc. Published by B. F. Goodrich Co.

12—**Tire Maintenance Manual.** Tells how to secure the most mileage from your truck tires. Given free by the General Tire & Rubber Co.

13—**Diamond Fibre Containers.** A new 31-page catalog showing the complete line of containers, trucks, barrels, etc., made of Diamond fibre, a hard, dense, bone-like material. This material is made from pure cotton fibres chemically hydrolyzed. Light in weight, but tough and scuff-

proof, this material is claimed to be an ideal product for use in containers of all kinds. Maker, Continental-Diamond Fibre Co.

14—**Roofing Life Extension.** A new 4-page folder dealing with the question of increasing the life of roof coverings. The folder describes how Flexrock saturated cotton fabric and a special grade of asphalt add considerably to the life of roofs. Similarly, the same asphalt is claimed to be an economical solution to the problem of floor life. Folder published by Flexrock Co.

15—**Text Book on Nails.** A very interesting combined text book and catalog on nails, consisting of 44 pages, profusely illustrated with every conceivable type of nail, the common defects in ordinary nails, how these defects can be overcome, analysis of a nail, etc. A copy will be sent to anyone writing to the Angel Nail & Chaplet Co., 4580 E. 71st St., Cleveland, and mentioning the name of *Distribution and Warehousing*.

16—**Truck Maintenance Analysis.** A thorough breakdown of the problem of keeping trucks in good condition and designed to give operators an opportunity to raise efficiency standards in maintenance pro-

grams. Published by Stewart-Warner Corp.

17—**"Cutting Distribution Costs with Motor Trucks."** Represents a valuable collection of facts to guide warehousemen and motor freight operators in selecting the most economical types and sizes of hauling equipment. Published by General Motors Truck Co.

18—**Chassis Lubrication.** A revised midyear 1935 Alemit Powergum equipment catalog. In 25 pages are presented, in natural colors, all equipment and accessories necessary for complete, money-saving lubrication. Full details, specifications, and prices. Maker, Alemit Corp.

19—**State Restrictions on Motor Vehicle Sizes and Weights.** An analysis for the benefit of highway users engaged in interstate truck operation, giving in illustrated chart form practically every bit of information that is needed in order to know whether trucks of given size, weight, length, etc., can legally pass through one state or other. The information has been compiled by the National Highway Users Conference, National Press Bldg., Washington, D. C. and has been brought up to date as of Oct. 15, 1935. The price per copy is \$1.00.

March

**Distribution & Warehousing,**  
249 W. 39th Street,  
N. Y. City.

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2 4 6 8 10 12 14 16 18

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City..... State.....

# Relief Corporation Denies That Warehousing Was Double Crossed on Contracts Signed Under Code

*(Washington Correspondence):* Was the warehousing industry "double crossed" by the Federal Surplus Relief Corporation? This question or controversy resolves itself down to an interpretation of contracts for the storage of relief commodities, that is defended by the Government and disputed by warehousing.

Members of the warehousing industry claim that the Government violated the spirit, if not the letter, of the commodity storage contracts. They claim that it was understood that the warehousers were to be paid "full month" rates; and that for storage time which was a fraction of a month, payment for a full month was due.

The FSRC has been paying for storage time, when a fraction of a month, on a per diem basis; that is, prorating the payments on a daily basis when only the fraction of a month is involved, in excess of the regular storage month.

Officials of the FSRC emphatically deny that this is violation of the contracts.

They state the final schedules contained no such proviso as is set forth by the warehousers, calling for payment on a full-month basis.

This interpretation has been sustained by the General Accounting Office, which must clear all vouchers prior to payment.

However, confusion among the warehousemen is understandable in view of the trouble setting up the specifications and schedules for storage of the relief commodities.

Original schedules were drawn up prior to the NRA decision of the Supreme Court, and contained the proviso for payment on full-month basis for storage time for fraction of a month. However, Commander Clarke, then the procurement officer of the FSRC, vetoed that provision, and his memo caused the final schedules to be changed, to allow an interpretation in the Government's favor. This happened last August.

Many of the warehouse operators were under the impression that no such changes had been made and hence their surprise at discovering they were being paid for fraction of a month on a per diem basis.

There is little chance that anything can be done about this, inasmuch as the sums involved are relatively too small in most cases to be worth going to Court of Claims. The General Accounting Office has indicated that it will sustain the Government's contention in all cases, which necessitates Court of Claims action.

Another factor militating against warehousemen is that many have accepted payments for storage on this "per diem" basis, which can be taken as evidence in the Government's favor, as an acceptance of the contract terms.

So far as the FSRC is concerned, the Government has not violated any contracts or previous agreement on the matter of storage payments, that agency contends. They point to the final contracts, which do not set forth terms of payment on full-month basis specifically. In lieu of a clear cut, outlined contractual obligation to this extent, the FSRC interprets that payment for storage time less than a full month should be made on a per diem basis, regardless of the charge of "double crossing" that may be set up by warehousemen.—(Edwin Hartrich.)

The situation set forth in the foregoing Washington correspondence was discussed on the floor of the merchandise division sessions at the annual meeting of the American Warehousemen's Association.

Heated charges were made by some delegates that they had been "double crossed" by the Federal Surplus Commodities Corporation, successor to the Federal Surplus Relief Corporation. Some of the warehousemen who had made contracts with the FSRC claimed they had not been paid in full on the contracts but that the FSCC had not lived up to the terms of the contracts made with its predecessor FSRC. They declared that the contracts with the FSRC provided that any fraction of a month's storage should be regarded as a full month with relation to payment; and that the FSCC refused to stand by the contracts in that respect.

Some correspondence on the subject, between the A.W.A. and the FSCC, was read "off the record" and cannot be quoted here; but the general sentiment of indignant speakers was that politically the stand taken by the FSCC would leave a bad taste in warehousing's mouth in election year.

It was indicated at the convention that F. Lane Cricher, Washington counsel for the A.W.A., would pursue the situation further with Government officials.—(K. B. S.)

## NECROLOGY

### C. A. White

Charles A. White, president and operating executive of the Southwest Transfer and Storage Company, Wichita, died of pneumonia on Jan. 31 in a local hospital after an illness of less than a week.

Born in East St. Louis, Ill., in 1868, he had lived in Wichita since 1916, with most of that time spent in the warehousing business. He was one of the first owners and officers of the former southwestern firm which later consolidated with two other transfer organizations to form the Bryan-Southwest Transfer Co., of which he was vice-president and operating executive. In 1934 he purchased the assets of the Bryan-Southwest and organized the present Southwest Transfer and Storage Company. He was a member of the Midwest Warehouse & Transfermen's Association and a charter member of the Wichita Warehouse and Transfermen's Association.

### J. C. Cassell

Death on Feb. 25 removed James C. Cassell, president and treasurer of the Cassell Transfer & Storage Co., Wichita. The end came in a local hospital six hours after he had suffered a paralytic stroke in his office. He was 72 years old.

Born in Versailles, Ky., Mr. Cassell removed to Wichita at the age of 20 and became a Railway Express agent. Subsequently he entered the produce business. In 1921 he organized the storage firm which bears his name. Active in civic affairs, he was a member of the local Chamber of Commerce and of the A. F. & A. M. He is survived by his widow, his mother, a daughter and a brother. Mr. Cassell was a member of the American Warehousemen's Association, the Mayflower Warehousemen's Association and the Midwest Warehouse & Transfermen's Association and was a charter member of the Wichita Warehouse and Transfermen's Association.

### J. U. Woodring

J. U. Woodring, a member of the firm of LeKron & Woodring, operating the LeKron & Woodring Transfer

& Storage Co., Wichita, died on Feb. 20. He had been engaged in warehousing since 1916. Mr. Woodring was a charter member of the Wichita Warehouse and Transfermen's Association.

#### Ben A. Langan

Ben A. Langan, president and treasurer of the Ben A. Langan Storage and Van Co., St. Louis, died in a local hospital at 1 A. M. on Jan. 30, about an hour after he had been struck by an automobile while he was crossing Lindell Boulevard. He was 59 years old and is survived by his widow, Mrs. Florence Langan, and son, Richard.

Mr. Langan had been attending a meeting of the St. Louis District Golf Association at the Coronado Hotel, where the American Warehousemen's Association held a convention several years ago. There were no witnesses to the accident; it was assumed he was crossing the boulevard to enter his own car, parked nearby. An architect driving another automobile told the police that his own car struck something in the street. He stopped and alighted, found Mr. Langan lying in the road, and summoned the police. Physicians found that Mr. Langan's skull, spine, ribs and left arm had been fractured.

President for the past twenty years of the company which bears his name, Mr. Langan was formerly vice-president and treasurer of the former Langan Bros. Furniture Company. He was a member of the Mayflower Warehousemen's Association, the Midwest Warehouse & Transfermen's Association, and the St. Louis Furniture Warehousemen's Association. He had made reservations for Mrs. Langan and himself to attend the annual convention of Mayflower at Birmingham early in February.

#### R. J. Wilson, Sr.

Robert J. Wilson, Sr., for the past fifteen years president of R. J. Wilson, Inc., a household goods storage and moving company in Roselle, N. J., died in front of his office on Feb. 28, after a heart attack. Born in Plattsburg, N. Y., 69 years ago, he was formerly chief of the Roselle Fire Department.

Mr. Wilson was a member of the National Furniture Warehousemen's Association and the New Jersey Furniture Warehousemen's Association.

#### Mrs. J. E. Withers

Mrs. Mary Etta Withers, wife of John E. Withers, president of the John E. Withers Transfer & Storage Co., Inc., Miami, Fla., died at their home in Coral Gables on Jan. 31. She was 72 years old.

### New Corporations

#### California

LOS ANGELES—Yelloway Van Lines, 1051 North Vine Street, has filed notice of organization. Trucking and van service. Harold W. Squier, 1215 East California Street, heads the interests.

#### Illinois

Ottawa—Scherer Brothers Transfer & Storage Co. (established 1875). Incorporators, Fred Scherer, Sr., Fred Scherer, Jr., Walter K. Scherer and A. K. Scherer.

#### Indiana

Terre Haute—Kintz Storage Co., 315-325 North 14th Street, has been organized by Charles J. Kintz, local business man, to do a combination merchandise and household goods storage business.

#### Kentucky

Louisville—Merchandise Warehouse. Capital \$20,000. Incorporators, W. J. Dieterich, Paul Holdaway and S. L. Cherry.

#### Massachusetts

Boston—Fort Point Warehouse, Inc. Capital 100 shares of no par value stock. Marion K. Fitzpatrick, Watertown, is president and treasurer.

Boston—People's Storage Warehouse, Inc. Capital \$50,000. Incorporators, Julian C. Besarick and Madeline H. Besarick, Milton, and William D. Lambert, Brookline.

#### Michigan

Detroit—Aaron Moving & Storage Co., 5401 Van Dyke Street, has been organized by Robert S. Dennis in succession to Aaron Moving & Cartage Co.

Detroit—Hammel Moving & Storage Co., 3095 Ashland, has been organized by Robert J. Hammel to do a household goods storage business.

Detroit—Marine Terminals Corporation, foot of Lyce Avenue. Storage warehouse and terminal. Capital 10,000 shares of no par value stock. Principal incorporator, Herman H. Weiske, 17655 Manderson Avenue.

Ironwood—Northern Warehouse Co., Inc., Soo Line Depot. Capital \$25,000. Principal incorporators, Raymond Dick, 608 Lake Avenue.

#### Missouri

St. Louis—Schwartz Terminal, Inc. Terminal warehouse. Capital \$10,000. Principal incorporator, Max W. Soffer, 408 Pine Street.

#### New Jersey

Hackensack—Holman Warehouse, Inc. Capital \$25,000. Principal incorporator, Henry W. Holman.

#### New York

Brooklyn—G. & M. Public Vans Service & Storage, Inc. Warehouse and van service. Capital 200 shares of no par value stock. Incorporators, Martin Polk and George Polk, 6413 24th Avenue, Brooklyn, and Leo D. Grossman, 18 East 41st Street, Manhattan.

Brooklyn—Sterling Storage & Moving, Inc. Warehousing and trucking. Capital 200 shares of no par value stock. Principal incorporator, Harry L. Schein, 291 Broadway, Manhattan.

Brooklyn—Tooker Warehouse Co., Inc. Warehousing and transfer. Capital 100 shares of no par value stock. Incorporators, Charles S. Latinville, 378 Sterling Place; Burton J. Downer, 725 Fourth Avenue, and Estelle Forman, 45 Eighth Avenue.

New York City—B. & L. Van Service, Inc. Storage, trucking and van service. Capital 200 shares of no par value stock. Incorporators, Alvin A. Herbst and Irving J. Kirschenbaum, both of 12 East 41st Street.

New York City—Maiden Lane Warehouses, Inc. Capital \$10,000. Incorporators, Gustav A. Johnson, 9412 Wogan Terrace, Brooklyn; Frederic E. Ruroede, 69-14 Ridge Boulevard, Brooklyn, and Michael Pasocello, 31 Reid Avenue, Dongan Hills, Staten Island.

New York City—Middle Atlantic Transportation Co., Inc. Warehousing, freight handling and stevedoring. Capital 200 shares of no par value stock. Incorporators, David Rapoport, 4181 Frame Place, Flushing, L. I.; Dominic M. Mello, 91 First Place, Brooklyn, and Philip S. Garoza, 11 Tompkins Place, Brooklyn.

#### Ohio

Cincinnati—Ohio River Terminal & Distributing Co. Warehousing and trucking. Capital 1,000 shares of no par value stock. Incorporators, Bernard J. Gilday, 601 Gwynne Building, and E. S. Morrissey.

#### Texas

Clarksville—Red River Storage Co., Inc. Capital not stated. Principal incorporator, S. E. Clark.

### Hearing in Port Newark Army Base Situation Is Scheduled for March

(*Washington Correspondence*): Unless Congress acts speedily to place the Port Newark terminals under private operations they will become a part of the United States Shipping Board Bureau's warehousing system, Secretary of War George H. Dern has informed the Senate committee on military affairs.

This pronouncement is taken to mean that it is the intention of the Army to end the much-discussed operating agreement which has been in force at the New Jersey base with the Mercur Corporation, when the present lease expires late this year. The War Department asks action on the projected sale to the City of Newark during the current session of Congress, with the announcement that unless this is done the terminals will be transferred to the Department of Commerce on Nov. 27. That would seem to leave Mercur Corporation, now operating with constantly dwindling revenues, out of the picture.

Secretary Dern's contention that Newark should pay between \$2,500,000 and \$3,000,000 if it wishes to acquire the properties will be met with a reminder that the War Department sold Hog Island to Philadelphia after scaling down the appraised value in the same proportion as would result if Newark is given the property for \$1,000,000.

A bill introduced by Representative Frederick A. Hartley, Jr., proposing sale of the terminal to Newark, is scheduled to be considered at a public hearing in March. This bill authorizes the Secretary of War to sell the former Army Base to the city for \$1,000,000. It provides that \$100,000 of this sum be paid when the city receives title and possession of the property, the balance to be paid at the rate of \$100,000 a year, with interest at the rate of 3 per cent a year on the unpaid portion. No time limit for completion of payment is provided. The city would undertake to maintain the channel which is the means of ingress and egress to the terminals, embracing the entire Port of Newark, to a depth of 30 feet from Newark Bay to all pier-heads.

The sale price mentioned by Secretary Dern is the valuation fixed by local real estate men, and the War Department chief considers it should not be necessary for the Government to sell at less than the appraised value. It is on this point that Newark interests intend to confront Mr. Dern with the Hog Island precedent in an effort to beat down the price.

The Mercur Corporation has long occupied the properties under an agreement by which the lessee agreed to pay operating and up-keep costs and pay a percentage of the net profit to the Government. Annual reports have shown no net profit; therefore the Government has benefited only through the preservation of the huge warehouses.

Several Congressional inquiries and lawsuits have been instituted with a view to cancelling the lease. These have been predicated upon two broad bases, the first that incomes have warranted some payment to the Government, and the second that the mode of operation has been injurious to the welfare of privately owned warehousing. Items of overhead cost which draw heavy tribute from private warehousing do not appear at all in the cost systems of the Mercur Corporation, it is complained, and therefore storage can be, and is offered the public at prices which the private operators in the Port of New York cannot meet.

It is understood that Newark proposes, if it acquires the property, to set up a cost system which will reflect all of the items of overhead met by private companies, whether these charges are actually paid or not. For instance, storage rates would be predicated on operating costs which would include the amount which would be paid to the municipality in taxes if the properties were in the hands of private interests. This would

remove the competitive advantage under which Port Newark has operated for many years, and this is the point in which the private warehousemen are most vitally interested.—(James J. Butler.)

### Ohio Association Asks State Bankers Not to Demand Release of Goods Until Surrender of the Negotiable Receipts

THE Ohio Warehousemen's Association at its annual meeting in Columbus on Jan. 29, adopted a resolution suggesting to the Ohio Bankers Association that the latter condemn certain illegal practices in connection with the releasing of merchandise (covered by negotiable warehouse receipts) without obtaining possession of such receipts at or before delivery except in certain cases as required by State law.

The memorial points out that such negotiable receipts "are evidence of property ownership and accepted as collateral by many banks, and the banks in some instances have requested the release of the merchandise, covered by these negotiable warehouse receipts, before presenting such receipts for endorsement at the time of such release, with the threat that unless the warehouseman complied with such request the said bank would direct its future business to other competing warehousemen who would carry out the instructions of the bank and release the merchandise without presenting such receipt at the time of their release."

Such practice by a bank is held to be in violation of Section 13122 of Ohio's general code of laws, the resolution further cites, and the Ohio Bankers Association is specifically requested to "use its entire influence and all honorable means in its power to insure the discontinuance of or prevent all such unlawful practices."

S. A. Stedt, vice-president of Railway Warehouses, Inc., Cleveland, was reelected president of the Ohio Warehousemen's Association, and the resolution was adopted following a suggestion to that end in his annual report.

### U. S. Indicts a Union in Alleged Trucking Racket; Dairy Shippers "Terrorized," Government Alleges

A RACKET in the butter and egg industry was charged on Feb. 5 in an anti-trust indictment returned by a Federal grand jury in New York against seventeen defendants, including Local 202 of the International Brotherhood of Teamsters, Chauffeurs, Stablemen and Helpers of America.

The defendants, it is alleged, forced drivers of trucks bringing produce from other States—Illinois, Indiana, Iowa, Utah, Missouri, Tennessee, Virginia, Pennsylvania and New Jersey—to go to a central terminal in New York and there unload merchandise and place it in union-operated trucks.

The extra process, it is alleged, costs consumers more than 300,000 a year. The defendants are accused of having used violent methods to induce shippers and receivers of dairy products to comply with their demands. In the event of unwillingness to comply, shipments of butter and eggs and other dairy products were destroyed by the defendants, it is charged.

The Government contends that the union and its representatives conspired to create a "feeling of terror" in the butter and egg industry; and that the defendants hindered all persons other than members of the local union from loading, unloading and delivering dairy products in New York City and throughout New York State.

The defendants include a number of trucking companies.

## Proposed Compulsory Insurance Covering Warehouses Protested by National Trucking Interests

(Washington Correspondence): Although the Interstate Commerce Commission has repeatedly stated no plan for Federal regulation of warehouses is in contemplation, a system of compulsory insurance covering warehouses and terminals used by motor carriers has been projected and has drawn fire from trucking national headquarters here.

The insurance plan, intended primarily for the truckers, was outlined in a communication to the trade, but brought an immediate negative response both as to those portions which concern transportation and as to those which are intended to apply to storing functions.

The Commission proposed a relationship of minimum insurance requirements to "rated capacity" of trucks. Trucking headquarters rejected this proposition with the argument:

"There is no uniform method of rating capacity and no accepted standards are available.

"There is no relationship between the capacity of a truck and value of its cargo unless all cargoes were presumed to have identical values per hundredweight. Obviously a ton of dirt or debris is worth less than \$750, and a ton of silk more. Less valuable cargo is generally carried on high capacity slow moving trucks; and higher valued cargoes, for purposes of dispatch, are often transported on lighter, faster vehicles."

With this background of discussion, the protest turned to the question of applying like principles to insurance on warehoused articles, stating:

"The discussion of unlimited coverage appearing hereinbefore applies with like force to warehouses and terminals. No valuation or changing inventory would be possible except in estimate and no insurance company would assume unlimited and uncertain burden as suggested.

"The minimum requirements proposed are inaccurate, complicated and without merit. Certainly if no relationship exists between a ton of truck capacity and a ton of cargo, no relationship can exist between a ton truck capacity and the contents of a warehouse or terminal.

"Many warehouses exist wherein the value of the property stored is obviously great, yet the carrier owns comparatively few trucks. A large merchandise storage or furniture warehouse engaged generally in forwarding merchandise or furniture usually has one or two trucks for pick-up service. Such a warehouse, by application of this rule, would find itself with a minimum requirement, if it had one truck, of \$750, though the value on storage might run into the millions. On the other hand a large fleet of trucks might keep the terminals and warehouses so free from freight that the minimum measure would be a grossly excessive burden.

"The liability of a carrier must not be confused with the necessity of cargo insurance. The liability of the carrier is full and complete. Insurance is but additional guarantee.

"Imagine a warehouse, with 50 trucks, property in storage for several months, cotton for instance, a daily changing market value quoted in pounds. Attempt to apply the rules proposed. It just cannot be done."

The requirements for self-insurance are so prohibitive as to paraphrase themselves to read, "self insurance is not permitted," says the protest.—(James J. Butler.)

## New Detroit Truck Terminal

Edgar's Sugar House, Inc., a Detroit merchandise warehouse firm, has established a trucking terminal at 127 Junction Avenue. It will be operated by the Norwalk Trucking Line in connection with the Edgar warehouses.

## "Al" Walker Resigns from A. W. A. and Plans to Reenter Warehousing

ALFRED J. WALKER of Chicago has tendered his resignation, effective March 15, as assistant executive secretary of the merchandise division of the American Warehousemen's Association. It has been accepted "with sincere regret" by the division's executive committee.

The results of Mr. Walker's work during the past year and a half found high favor among the division's members, and the executive committee unanimously approved his activities as constructive and of high value to the trade's operators. Wilson V. Little, the merchandise division's executive secretary, gave "Al" particular mention in his report at the recent A. W. A. convention at Atlantic City.

While it had been the hope of the division's executive committee to retain Mr. Walker as one of the Chicago headquarters staff, the division's current income and that contemplated for the year ahead do not provide the necessary financing.

With the A. W. A., Mr. Walker was in charge of the



A. J. Walker

merchandise division's traffic department and in that capacity he inaugurated services which included "traffic notices" to keep the members informed regarding all new applications for storage-in-transit privileges and other railroading activities which affect warehousing. Also he edited the A. W. A. *Bulletin* and supervised other headquarters functions.

Mr. Walker is more widely known as an operator and student of warehousing than as an association secretary. He had organized and operated warehouses in the East and South and for a number of years headed one of the industry's leading sales organizations. He is nationally known to manufacturers and shippers, enjoying an intimate acquaintance with many leading warehouse users. Regarding his present plans he told *Distribution and Warehousing*:

"I have not yet had opportunity to give my future much thought, as my time will be occupied during the next few weeks in winding up my A. W. A. work. By early March I expect to have my department in shape to turn over to Mr. Little. After that I will give attention to developing where my experience can be used. This may necessitate my purchasing an interest in an established warehouse business. The location is not an important consideration. On the contrary, a change of scene may be beneficial."

# Supreme Court Denies Terminal's Damage Claim in Philadelphia "Allowances" Case

(*Washington Correspondence*): In a decision which goes deeply into the rights and liabilities of warehousemen, shippers and carriers, with reference to discriminatory storage services, the United States Supreme Court has denied the claim of Terminal Warehouse Company, Philadelphia, for \$437,338.81 damages from Pennsylvania Railroad Company and Merchants Warehouse Company, Philadelphia.

Justice Cardozo, who wrote the opinion, made it clear that warehousemen, shippers and railroads may make themselves liable for violation of the anti-trust laws, and that a carrier may be proceeded against for discriminatory rates; but he pointed out that facts necessary to sustain the complaint made in this instance had not been put in issue.

Terminal Warehouse sought to collect trebled damages and attorneys' fees on the ground that the railroad and the competing warehouse had violated the anti-trust laws through a system of discriminatory rates and fees. The trial Court agreed with the Terminal contention; the Circuit Court disagreed and reversed the lower Court; and the Supreme Court has now upheld the Circuit Court.

Pennsylvania Railroad, it was shown, had contracts with Merchants warehouse by the terms of which the railroad maintained tracks adjacent to the warehouse and made payments for services for the receipt and delivery of merchandise. For this exclusive right, Merchants agreed to give preference to the Pennsylvania over other railroad lines in the use of its facilities; to load and unload freight promptly and efficiently; to collect charges due for incoming freight, and to be responsible to the company therefor.

The arrangement was not a secret contract, but on the contrary was set out in all particulars in tariffs filed with the Interstate Commerce Commission. Pennsylvania there showed that it had designated the warehouses of Merchants as stations for the receipt and delivery of freight. It also showed the amount of the payments and allowances to be made to Merchants for services in handling freight at the stations so designated. For many years the practice went unchallenged by any agency of government. The assumption was that the warehouses, though not owned by the railroad, were nevertheless public freight stations supplied by a contractor, and that the railroad in making payments or allowances for the handling of freight was paying for transportation services rendered by an agent. This notion was dispelled in 1928 in an I. C. C. decision which ruled that a warehouse company doing business under such a contract was a consignor or consignee, acting on its own behalf and not as agent for the carrier. With this change in its relation, discriminatory payments or allowances became forbidden and unlawful.

Terminal warehouse was quick to occupy the vantage ground left open by that ruling. It laid before I. C. C. a complaint charging Pennsylvania with unjust discrimination and asked that a restraining order be issued to protect Terminal in the future and that reparations be ordered to cover losses suffered in the past. I. C. C. ruled that the designated warehouses were not public freight stations, regardless of how the carriers might style them. From this it followed that special privileges accorded on the footing of an agency relation must be abandoned. Tariffs designating the warehouses as station facilities of the railroad were ordered cancelled. When the subject of reparations was reached, the Commission ruled: "The evidence is far too vague

and indefinite to warrant the conclusion that complainants have suffered actual pecuniary loss attributable directly to the alleged unlawful practices."

Merchants warehouse went all the way to the Supreme Court in an unavailing effort to have the I. C. C. ruling set aside. The gist of the high court's holding in that case is set out by Justice Cardozo in the following language:

"In particular the Court points out that a warehouse designated as a station was in a position to receive package freight in less than carload lots, and ship it at carload rates without charge to the customer for assembling the packages and loading them, this by reason of the fact that the warehouse had been paid by the railroad for doing that very work. To that extent it could afford to underbid competitors. For the same reason it had a position of superiority over against its rivals in unloading carload lots, for it could distribute and reship in packages at the expense of the carrier. This advantage as to package freight, if permitted to continue, would have taken the life out of rules designed to limit the character of transportation services. . . . Adherence to the statute called for its suppression."

Justice Cardozo ruled that Terminal, having elected to place its right for monetary reparation before I. C. C. for decision, was required to abide by the finding of that tribunal, in so far as claim against the railroad is concerned.

However, the jurist pointed out, Terminal had not asked for reparations against Merchants warehouse, and the issue in so far as the competing warehouse is concerned was never tried out before the Interstate Commerce Commission.

However, the Terminal company shifted its line of attack, switching from I. C. C. to the Federal Courts, and naming both the railroad and the competing warehouse as respondents in an action based upon alleged violation of the Clayton Act—which permits automatic trebling of damages. But, Justice Cardozo points out, every act of wrongdoing proved in the suit had been proved in the I. C. C. proceeding, and there was the fatal defect of not showing there had been an attempt to create a monopoly in Philadelphia warehousing. That discrimination was shown to exist was conceded; but that standing alone, said Justice Cardozo, does not make out a case of monopolistic practice. The remedy for such discrimination is found in the Commerce Act, administered by I. C. C., says the opinion.

"If," said Justice Cardozo, "a sufferer from the discriminatory acts of carriers by rail or by water may sue for an injunction under the Clayton Act without resort in the first instance to the regulatory commission, the unity of the system breaks down beyond repair. On the other hand, if the regulatory commission has issued a 'cease and desist' order, an injunction under the Clayton Act is inappropriate and needless."

"The Commerce Act, like the Shipping Act, embodies a remedial system that is complete and self-contained. It provides the means for ascertaining the existence of a preference, but it does not stop at that point. As already shown in this opinion, it gives a cause of action for damages not only against the carrier, but also against *shippers and consignees* who have incited or abetted. For the wrongs that it denounces it prescribes a fitting remedy which, we think, was meant to be exclusive. If another remedy is sought under cover

of another statute, there must be a showing of another wrong, not cancelled or redressed by the recovery of damages for the wrong explicitly denounced."

Reiterating the statement that a mere discrimination, which possibly is subject to action by I. C. C., does not make out a case of anti-trust law violation, the opinion declares:

"We conclude that for Merchants as well as for Pennsylvania whatever liability was incurred through

the forbidden discrimination was under the Act to regulate commerce and not for treble damages.

"The case having been submitted to the jury on the theory that apart from the unlawful preference there was evidence of a conspiracy in restraint of trade and commerce, and the complaint having been framed on that theory and no other, the suit should have been dismissed as to each of the defendants."—(James J. Butler.)

## Keenan Honored on 75th Birthday



MARCH 4 was one of the proudest days in the career of James F. Keenan, Pittsburgh storage executive, who is the only man to be a past president of both the National Furniture Warehousemen's Association and the American Warehousemen's Association. On that day he was 75 years old, and his birthday was celebrated by the Pennsylvania Furniture Warehousemen's Association with a banquet at the Roosevelt Hotel in Pittsburgh as the highlight of the group's nineteenth annual convention.

From virtually all parts of the country more than 250 men engaged in household goods warehousing assembled to pay honor to one who has been a leading figure in the industry for nearly half a century. Pittsburgh bankers, political leaders, charity institution heads and members of the Bar joined in congratulating Mr. Keenan, who is president of the Haugh & Keenan Storage & Transfer Co.

A thunderous ovation greeted the veteran leader as he entered the crowded banquet hall and hand-shaked his way to the speakers' table. John P. Egan, a local jurist, was toastmaster, and between orchestral offerings of "Happy Birthday to You" he introduced the various speakers—John L. Wilkinson, a warehouseman who is mayor of Charlotte, N. C.; Harvey J. Lutz, Philadelphia, president of the Pennsylvania F.W.A.; Marion W. Niedringhaus, St. Louis, president of the National F.W.A.; Mayor William N. McNair of Pittsburgh; Charles S. Morris, New York, who was the National's first president; County Commissioner John S. Herron; William T. Bostwick, secretary of the New York F.W.A.; Walter E. Sweeting, Philadelphia; and Floyd L. Bateman, Chicago, a past president of the National.

"He has shown us the way to carry on," Mr. Niedringhaus said. "One of the most distinguished citizens of Pittsburgh," said Mayor McNair. Charles S. Morris said: "Here is a man who loves friends and bathes in the sunshine of friendship. Jim, to know you is to love you. Such attachments do not spring up from nowhere; it is the result of a loyal seed securely planted. Jim, you are a living example of the man Emerson must have had in mind when he wrote 'To have a friend is to be

one.'" Mr. Bateman delivered an address on "Friendship that Exists Between Men" and reviewed Mr. Keenan's career; and on behalf of the State association he presented Mr. Keenan with an upholstered chair.

This made the time ripe for Mr. Keenan's long-awaited speech. He was the concluding speaker on the program and one of the most impressive although, as usual, far from serious. He managed to slip in a word of thanks for the honor paid him, but most of his talk brimmed with brittle humor. He told a few hilarious Irish stories and revealed that "no one can truthfully say that I have ever tried to conceal the fact that I am in the storage business." He followed with an advertisement of his firm, stating that due to the fast approach of the moving season prospects should not fail to consult his establishment for the services it offers. "I appreciate this wonderful reception I received," he said in conclusion. "I, too, appreciate the many telegrams I received from all over the country, even though most of them came prepaid."

A two-hour floor show followed the speakers.

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Haakele Mfg. Corp.; 208 W. Washington St., Chicago, Ill.  
Herman Body Co., 4420 Clayton Ave., St. Louis, Mo.  
(See advertisement elsewhere in this issue)  
Met-L-Wood Corp.; 8755 W. 65th St., Chicago, Ill.  
Proctor-Keeffe Body Co.; 7741 Dix Ave., Detroit, Mich.  
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Anderson Box & Basket Co., Drawer No. 10, Audubon District, Henderson, Ky.  
Byrnes, Inc., W. L.; 446-448 E. 134th St., New York, N. Y. (Plano)  
Eclipse Box & Lumber Co., 18-15 Charles St., Brooklyn, N. Y.  
Lewis Co., G. B.; Watertown, Wis.  
Miami Mfg. Co.; Peru, Ind.

### BOX STRAPPING (Machines and Supplies)

Acme Steel Goods Co.; 2836 Archer Ave., Chicago, Ill.  
Cary Products Co., Inc.; 126 Nassau St., Brooklyn, N. Y.  
Harvey Spring & Forging Co.; Racine, Wis.  
Signode Steel Strapping Co.; 2600-2620 N. Western Ave., Chicago, Ill.  
Stanley Works; Grove Hill & Lake St., New Britain, Conn.

### BRINE

Solvay Sales Corp.; 40 Rector St., New York, N. Y.

## NEW PRODUCTS

### U. S. Compass Solution to Crossroads Problem

ACTUAL tests have shown that for the average driver there is no such thing as a sixth sense of direction. This especially applies when turns are to be taken.

The U. S. compass indicates at all times the direction in which the vehicle is headed and is particularly helpful in making possible shortcuts on routes. Also especially useful on cloudy or foggy days.

This compass is supplied with both bracket and vacuum cup and is easily installed within convenient sight of the driver.

It is of modern design black Bakelite body with chrome-plated fittings that will not rust. The large white letters on



black dial are easily read. The dial floats in a non-freezing liquid filling which gives a steady correct reading at all times.

The magnetic influence of a steel body may be compensated for by merely turning a convenient compensating screw in the compass body. There is no separate compensator. The compass requires compensation only once, at time of installation. List price \$1.95. Made by U. S. Gauge Co. Distribution and Warehousing.

### Auxiliary Carburetor on a Guaranty Saving Basis

THE Loeks auxiliary carburetor, for the past two years under test on trucks and cars, has proven to be an outstanding adjunct to economical gas engine operation.

It increases power, improves lubrication, reduces carbon, decreases carbon monoxide gas, and is sold on a money-back basis if the guarantee of performance does not bear out.

The unit is mounted on the manifold, and the same unit applies to any size engine. Having no delicate wearing parts, the life of the unit is almost indefinite.

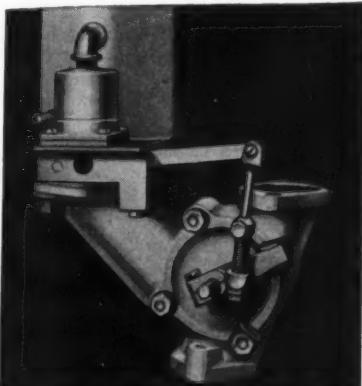
A national selling organization is being planned by Moore-Chapin, Inc., sole distributors for the United States and Canada. Those interested in handling this product will find this company's proposition a very attractive one. *Distribution and Warehousing.*

### Thermeron Oil Converter for Gasoline Engines

THE Thermeron makes it possible for a standard gasoline engine to operate on fuel oil without, it is claimed, the attendant difficulties of excessive crankcase dilution and carbon formation.

The construction of the Thermeron is said to be rugged and simple, consisting of a scientifically designed heater with a siphon regulating heat control valve which maintains a proper constant temperature at all times.

Hot exhaust gases are passed through a series of thin steel U-shaped tubes which are completely surrounded by glycerine in which the fuel oil line is submerged. Through exhaustive tests it was found that the fuel oil is most efficiently consumed when introduced into the air stream at approximately 280



deg. F. By means of the heat control valve, constant temperatures are said to be retained throughout the driving range, without the use of hot air at the carburetor intake.

This device is manufactured by the Evans Appliance Co. It is distributed through the Ohio Thermeron Co. *Distribution and Warehousing.*

### Equipment Requirements for Motor Trucks—Also Taxes

A 127-PAGE compilation by the National Highway Users Conference of provisions of motor vehicle laws and official rulings prescribing mandatory equipment in all the States. This is an indispensable piece of literature for those whose trucks are constantly crossing State lines.

The volume of State laws and commission rulings requiring the use of specified equipment upon motor vehicles is steadily becoming more complex.

No longer can the equipment manufacturer build or the vehicle manufacturer equip his cars with a standard line of equipment. Nor can the operator, even though his vehicle be equipped to conform with the laws of his own State, operate freely into other States without running counter to contradictory or additional requirements.

This book has been prepared with a realization of the importance of the subject and the difficulty of obtaining authentic information on the laws and rulings affecting the use of equipment. It is an attempt to provide up-to-date and authentic data, insofar as mandatory motor equipment is concerned, for those who have use of such information. No effort was made to show data on equipment the use of which is optional.

Immediately following the table of contents there is a

### CARPET CLEANING EQUIPMENT

American Laundry Mch. Co.; Norwood Sta., Cincinnati, Ohio.  
Chief Mfg. Co.; 806 Beecher St., Indianapolis, Ind. (Beaters, stationary.)  
Cleveland Rug Cleaning Mch. Co.; East 55th St. & Erie R.R., Cleveland, Ohio.  
Electric Rotary Mch. Co.; 3246 W. Lake St., Chicago, Ill.  
Kent Co., Inc.; 542 Dominick St., Rome, N. Y. (Shampooing equipment.)  
Superior Rug Mch. Co.; 2358 Ogden Ave., Chicago, Ill.  
United Vacuum Appliance Corp.; Dept. IX, Twelfth St. & Columbia Ave., Conserville, Ind.

### CASTERS (Truck)

American Caster Co.; P. O. Box 524, Hamilton, Ohio.  
Bassick Co.; 38 Austin St., Bridgeport, Conn.  
Boat Foundry & Mch. Co.; Manheim, Lancaster County, Pa.  
Clark Co., George P.; 4 Canal St., Windsor Locks, Conn.  
Colson Corp.; Box 580, Elyria, Ohio.  
Darnell Corp., Ltd.; 8317 E. 11th St., Long Beach, Cal.  
Divine Bros.; 101 Washington St., Utica, N. Y.  
Fairbanks Co.; 398 Lafayette St., New York, N. Y.  
(See advertisement elsewhere in this issue.)  
Faultless Caster Co.; 1521 No. Garvin St., Evansville, Ind.  
Hamilton Caster & Mfg. Co.; Hamilton, Ohio.  
Lansing Co.; 602 Cedar St., Lansing, Mich.  
Menasha Wood Split Pulley Co.; P. O. Box No. J, Menasha, Wis.  
New Britain Mch. Co.; 140 Chestnut St., New Britain, Conn.  
Nutting Truck Co.; 252 W. Kinzie St., Chicago, Ill.  
Payson Mfg. Co.; 2920 Jackson Blvd., Chicago, Ill.  
Phoenix Caster Co.; Hamilton, Ohio.  
Saginaw Stamping & Tool Co.; Saginaw, Mich.  
Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.  
Sippel Co., Wm. H.; Dept. D-W, South Bend, Ind.  
Tucker & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates St., Indianapolis, Ind.



**Bassick**  
TRUCK CASTERS

Over 456 sizes and types, from 2" to 10" diameter wheels—for every class of service.

**THE BASSICK  
COMPANY**  
Bridgeport Connecticut

### CLOCKS (Time and Watchmen's)

Detex Watchclock Corp.; 4147 E. Ravenswood Ave., Chicago, Ill. (Watchmen's only)  
Simplex Time Recorder Co.; Lincoln Blvd., Gardner, Mass.  
Stromberg Elec. Co.; 223 W. Erie St., Chicago, Ill. (Time only)

### CONTAINERS (Shipping)

Bird & Son, Inc.; Mill St., East Walpole, Mass.  
Hummel & Downing; Milwaukee, Wis.  
King Size. Whee., Inc.; Erie Blvd. at S. West St., Syracuse, N. Y.  
Lewis Co., G. B.; Watertown, Wis.

### CONVEYORS

Alvey-Ferguson Co.; 75 Bisaney Ave., Cincinnati, Ohio. (Gravity)  
Alvey Mch. Co.; 3200 S. Broadway, St. Louis, Mo. (Portable, power and gravity)  
Bartlett & Snow Co., C. O.; 6218 Harvard Ave., Cleveland, Ohio.  
Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Portable and gravity)  
Clark Tractor Co.; Battle Creek, Mich.  
Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.  
Link-Belt Co.; 300 W. Pershing Rd., Chicago, Ill. (Portable and gravity)  
McKinley-Harrington Conveyor Co.; 1514 W. 22nd, North Chicago, Ill. (Portable and stationary)  
Otis Elevator Co.; 26th St. and 11th Ave., New York, N. Y. (Gravity)  
Standard Conveyor Co.; Dept. 12, 315 Second Ave., N. W., North St. Paul, Minn. (Portable, power and gravity)

### CORDAGE

Pilcher-Hamilton-Dally Co.; 348 N. Dearborn St., Chicago, Ill.  
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa. (Flat)  
(See advertisement elsewhere in this issue.)

### COVERS (Paper Furniture)

Ace Paper Co., Inc., 127 Bleecker St., New York, N. Y.  
Pilcher-Hamilton-Dally Co.; 348 N. Dearborn St., Chicago, Ill.

## COVERS (Piano)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.  
 (See advertisement elsewhere in this issue.)  
 Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.  
 (See advertisement elsewhere in this issue.)  
 Idan Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.  
 New Haven Quilt & Pad Co.; 50-54 Franklin St., New Haven, Conn.  
 (See advertisement elsewhere in this issue.)  
 Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.  
 (See advertisement elsewhere in this issue.)  
 Self-Lifting Piano Truck Co.; Findlay, Ohio.  
 (See advertisement elsewhere in this issue.)  
 Werner Canvas Products Co.; 2 Water St., Brooklyn, N. Y.

## COVERS (Truck) (Tarpaulins)

Baker-Lockwood Mfg. Co., Inc.; McGee Tractionway at 23rd St., Kansas City, Mo.  
 Breen, Wm. H.; 219 Rutherford Ave., Charlestown, Mass.  
 Carpenter & Co., Geo. B.; 440 N. Wells St., Chicago, Ill.  
 Channon Co., H.; 149 N. Market St., Chicago, Ill.  
 Des Moines Tent & Awning Co.; 913 Walnut St., Des Moines, Iowa.  
 Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.  
 (See advertisement elsewhere in this issue.)  
 Hoosier Co., Inc., Wm. H.; 138 S. Main St., Los Angeles, Cal.  
 Hooper & Sons Co., Wm. E.; 3502 Parkdale St., Baltimore, Md.  
 Idan Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.  
 Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.  
 Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.  
 (See advertisement elsewhere in this issue.)  
 Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.  
 U. S. Tent & Awning Co.; 707 N. Sangamon St., Chicago, Ill.  
 The Wagner Awning & Mfg. Co.; 2658 Scranton Road, Cleveland, Ohio.  
 Wintermute, Paul S.; 434 Market St., Newark, N. J.

## DOLLIES

De Boer Mfg. Co., Inc.; Syracuse, N. Y.  
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.  
 International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio  
 (See advertisement elsewhere in this issue.)  
 Nutting Truck Co.; 252 Kinzie St., Chicago, Ill.  
 Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.

## ARE YOU USING MODERN WAYS OR OXCART AGE OLD METHODS IN YOUR SALES ROOMS AND WAREHOUSE?

Write for  
 Complete  
 Set of Prints  
 with All  
 Information  
 for Furniture  
 Sales Rooms  
 and Ware-  
 house  
 Accessories



**DE BOER MFG. CO., INC.**  
 SYRACUSE, N. Y.

Makers of the Famous De Boer Patented Short Bed Rails

## DOORS (Elevator and Fire)

California Ppf. Door Co.; 1919 E. 51st St., Los Angeles, Cal. (Fire)  
 Harris-Probie Door Co.; 228 N. LaSalle St., Chicago, Ill. (Fire)  
 Kianear Mfg. Co.; 1270 Fields Ave., Columbus, Ohio. (Fire)  
 National Refrigerator Co.; 827 Koelin Ave., St. Louis, Mo. (Cold storage)  
 Peele Co., The; Harrison Pl. & Stewart Ave., Brooklyn, N. Y. (Elevator)  
 Richmond Ppf. Door Co.; N. W. Fourth & Center Sts., Richmond, Ind. (Elev. and fire)  
 Security Ppf. & Door Co.; 3044 Lambdin Ave., St. Louis, Mo. (Elev. and fire)  
 Smith Wire & Iron Works, F. P.; Fullerton, Clybourn & Ashland Aves., Chicago, Ill. (Fire)  
 Variety Mfg. Co.; 2958 Carroll Ave., Chicago, Ill. (Cold storage and fire)  
 Vulcan Rail & Const. Co.; Grand St. & Garrison Ave., Maspeth, N. Y. (Fire)

## ELEVATORS

Alvey-Ferguson Co., Inc.; 75 Bissney Ave., Oakley, Cincinnati, Ohio.  
 Montgomery Elev. Co.; 30 Twentieth St., Moline, Ill. (Passenger and freight)  
 Otis Elevator Co.; Eleventh Ave. & 26th St., New York, N. Y.  
 Warsaw Elev. Co.; 216 Fulton St., Warsaw, N. Y. (Passenger and freight)

## ELEVATORS (Portable)

Barrett-Cravens Co.; 3264 West 20th St., Chicago, Ill.  
 Economy Eng. Co.; 2651 W. Van Buren St., Chicago, Ill.  
 Jeffrey Mfg. Co.; 989 N. Fourth St., Columbus, Ohio.  
 Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass.  
 Link-Belt Co.; 2045 Hunting Park Ave., Philadelphia, Pa.

master chart showing which States require the equipment covered therein; as examples, brakes, safety glass, flares and fuses, clearance lights, reflectors, stoplights, rear view mirrors, windshield wipers, skid-chains.

Following the foregoing the subject matter is broken up into sections according to relative importance. This book lists at \$1.

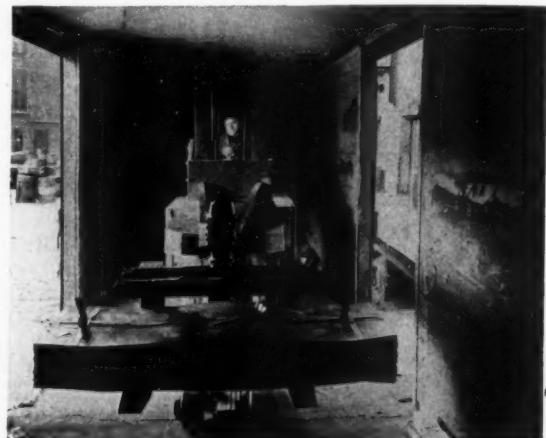
The subject of registration fees and special taxes is covered in a 216-page book from the same source and represents a digest of license and taxation data incident to the purchase, registration and operation of motor vehicles as of Jan. 1, 1936. It covers also the tax question on "foreign" vehicles. This book sells for \$1.25.

The address of the National Highway Users Conference is National Press Building, Washington, D. C. *Distribution and Warehousing.*

## Attachment Doubles Service of Industrial Trucks

A Raulang Co. makes the standard 5-ton capacity Hy-Lift truck a multi-purpose piece of plant equipment which can be used for general materials handling in the warehouse and also for loading or unloading cars of heavy material such as sheet metal.

When applied to the standard 55-in. long platform of the lift truck, one man and the truck can handle steel in bundles up to 3 tons in weight, 30 in. in width, and 96 in. in length, not only effecting a big reduction in handling cost but also



much quicker delivery of the steel to the stockroom, with elimination of accidents to personnel.

With the packs of sheet loaded crosswise in the railroad car, the forks are slipped under the pack until it is resting completely on the forks. The platform with the forks is then raised a sufficient amount to permit the pack to clear the trailing axles and the underframe of the truck, as shown herewith. Forks and load are then swung 90 deg. so that the pack lies lengthwise of the truck along the centerline. In this position the pack of steel can be carried out of the car door and into the storage room, where it can be tiered to any height desired, being limited only by the lift of the truck. The fork attachment and its supporting rails form a unit which is quickly detachable so that the truck may be very easily adapted for either sheet handling or general service. *Distribution and Warehousing.*

## Motor Truck Dollar Buys More Value Today

E. W. WINANS, chief engineer of the Federal Motor Truck Co., states in *Nickel Steel Topics*, published by the International Nickel Co. that few people are aware of the tremendous strides made by truck manufacturers in giving them a better vehicle to operate.

"These improvements are very important from a practical viewpoint," states Mr. Winans, "since they include both power and load carrying capacity, which are the primary requirements of the motor truck."

Mr. Winans further explains that a truck today which costs little more than half as much as it did a few years ago, will carry a load three times as great. "Much of this tremendous saving in cost of truck operation results, through competition, in lowered freight costs to the manufacturer or wholesaler, who in turn passes it on to the retailer. The general public benefits in the end."

Mr. Winans traces back to seven years ago to show what a man who bought a motor truck received for his money. At that time a 1-ton truck cost in the neighborhood of \$1,000. It had four cylinders, developed moderate horsepower, weighed about 2,400 lbs., had a gross capacity of 5,100 lbs. and would satisfactorily carry about one ton—not much more. "That's what the customer got for his money—and liked it, too."

Today a similar chassis is called a 1½-ton truck and costs approximately \$600. It has a gross rating of twice as much as the 1928 truck (11,000 lbs.); and, even when loaded to its rated capacity, will carry three tons and is sometimes forced to stagger along under a good deal more. In other words, a truck which can be purchased for 40 per cent less money today will carry three times as much as the truck costing \$1,000 seven years ago.

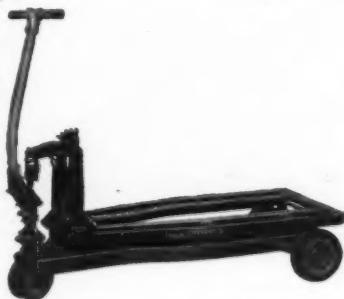
"Then compare the daily mileage demanded of these trucks," continued Mr. Winans. "Federal records show an average of forty miles per day in 1928, while in 1935, 400 miles per day is not uncommon." *Distribution and Warehousing.*

## Warehouse Floor Trucks

### Rubber Tired

IN its new illustrated circular, No. 317, Lewis-Shepard shows for the first time a grouping of floor trucks and lift trucks made especially for warehouses. These are equipped with noiseless, easy-rolling, rubber-tired wheels.

Advantages claimed for these trucks when equipped with rubber-tired wheels are as follows: easier starting and rolling;



greater speed and loads; less noise; fatigue; confusion; vibration; floor and truck wear; load damage; and heavier loads.

Models shown in the circular include a stacker or portable elevator, floor truck with balloon tires, shelf truck, and a selector type floor truck for grocery warehouses. Maker, Lewis-Shepard Co. *Distribution and Warehousing.*

## Catalog on Rolling Doors for Platform-Garages

A COMPILATION of the complete line of doors and door operating equipment manufactured by the Kinnear Manufacturing Co. The catalog is well illustrated. This company, a specialist in rolling door equipment for warehouse platforms and garages, also makes fire doors and fire shutters, rolling grilles for store-front protection, and hardware for converting old-style doors into overhead operation. Power equipment is also supplied to take the place of manual operation when desired. *Distribution and Warehousing.*

## EXCELSIOR

Allen, Inc., Charles M.; Fulton, N. Y.  
American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.  
Orange Mfg. Co.; Edina, N. C.  
Phillips Excelsior Co.; Chattanooga, Tenn.  
Sheboygan Pad Co.; 1801-5 Erie Ave., Sheboygan, Wis.

## EXTINGUISHERS (Fire)

American-La France and Foamite Corp.; 100 E. La France St., Elmira, N. Y.  
Elkhart Brass Mfg. Co.; 1302 W. Beardsey Ave., Elkhart, Ind.  
Oil Conservation Eng. Co.; 877 Addison Rd., Cleveland, Ohio.  
Pacific Fire Extinguisher Co.; 142 9th St., San Francisco, Cal.  
Pyrene Mfg. Co.; 560 Belmont Ave., Newark, N. J.  
Safety Fire Extinguisher Co.; 290 Seventh Ave., New York, N. Y.  
Sovay Sales Corp.; 40 Rector St., New York, N. Y.

## FANS (Industrial Ventilation)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.  
(See advertisement elsewhere in this issue.)

## FLOOR REPAIRING MATERIAL

Master Builders Co.; 7016 Euclid Ave., Cleveland, Ohio.

## FUMIGATING EQUIPMENT

Haskelite Mfg. Corp.; 208 W. Washington St., Chicago, Ill.

## HOISTS (Chain and Electric)

Alloy Steel & Metals, Inc.; 1862 East 65th St., Los Angeles, Calif. (5 Ton Hand Hoist)  
Box Crane & Hoist Corp.; Trenton Ave. & E. Ontario St., Philadelphia. (Elec.)  
Chihsing-Moore Hoist Corp.; 4056 Lakeside Ave., Cleveland, Ohio. (Chain)  
Harnischfeger Corp.; 4401 West National Ave., Milwaukee, Wis. (Chain and elec.)  
Harrington Co.; Callowhill & 17th St., Philadelphia, Pa. (Chain and elec.)  
Hobbs Co.; Clinton E.; 203 Chelsea St., Everett Sta., Boston, Mass. (Chain and elec.)  
Reading Chain & Block Corp.; 2100 Adams St., Reading, Pa. (Chain and elec.)  
Rooper Crane & Hoist Works, Inc.; 1776 N. Tenth St., Reading, Pa. (Chain)  
Wright Mfg. Co.; York, Pa. (Chain)  
Yale & Towne Mfg. Co.; 4530 Tacony St., Philadelphia, Pa. (Chain and elec.)

## INSECTICIDES

Barrett Co.; 40 Rector St., New York, N. Y.

(See advertisement elsewhere in this issue.)

Carbide & Carbon Chemicals Corp.; 30 E. 42nd St., New York, N. Y. (Gas)

Cenol Co., Dept. M; 4250-56 No. Crawford Ave., Chicago, Ill.

Enos Chemical Co.; 2430 Indiana Ave., Chicago, Ill.

Grasselli Chemical Co.; Guardian Bldg., Cleveland, Ohio.

Gretsch & Co., Inc., Ralph; 1150 Broadway, New York, N. Y.

Liquid Carbonic Corp.; 31-65 So. Kedzie Ave., Chicago, Ill.

Michigan Alkali Co.; 60 E. 42nd St., New York, N. Y.

Midwest Chemical Co.; 5255-5259 W. 55th St., Chicago, Ill.

National Home Sanitation Co., Dept. AA; 627 First Ave., North, Minneapolis, Minn.

Potter Mfg. Co., Inc.; Dept. H, 12 Henry St., Bloomfield, N. J.

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

(See advertisement elsewhere in this issue.)

Wizard, Inc.; 5235-5280 W. 65th St., Chicago, Ill.

**POSITIVE METHOD OF  
INSECT CONTROL!**



No insect, its eggs, larvae or pupae can survive fumigation with Proxate. Penetrates porous coverings...no odor, taint or residue. Not dangerous to humans...non-flammable...non-explosive. Easy to use. Write for Proxate Booklet

**THE LIQUID CARBONIC CORPORATION**  
3165 South Kedzie Avenue, Chicago, Illinois

**PROXATE**

## NAPHTHALENE FLAKES

Barrett Co.; 40 Rector St., New York, N. Y.

(See advertisement elsewhere in this issue.)

Gretsch & Co., Inc., Ralph; 1150 Broadway, New York, N. Y.

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

(See advertisement elsewhere in this issue.)

There is no situation as dangerous as that of the advertiser who has arrived and sits back to enjoy his well-earned days of business ease.

## PADS (Canvas Loading)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.  
 Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.  
 Gotch Co., Walter M., 630 W. Adams St., Chicago, Ill.  
 Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.  
 Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.

**IRON HORSE**

Reg. U. S. Pat. Off.

**FURNITURE PADS**

Always improving values through nineteen years of honest service.

Cut sizes 36 x 72, 54 x 72, 72 x 72, 80 x 72.

Write for prices and samples.

Van Linings  
Grand Covers Tietape

**CANVAS SPECIALTY CO., Inc. 90 Grand St., N.Y.C.**

**Fulco** *gilt-edge*

**FURNITURE PADS and TARPAULINS**

The best buy in Furniture Pads on the market today! FULCO is the quality pad with our special non-lump filler and reinforced Fulco Gilt Edge webbing ends. You will find FULCO PADS a real economy for both truck and warehouse use—give better protection—last longer.

Write today for 1936 prices on FULCO PADS, FULTEX and SHUREDRY TARPAULINS (standard weather protection equipment for open trucks). REFRIGERATOR COVERS, RADIO COVERS, WIPING CLOTHS, BURLAP, and WRAPPING TWINE.

**Fulton Bag & Cotton Mills**  
 Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS  
 MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

**PIONEER VAN PADS**

Are more economical. Safer and the surest travel insurance.

Made of new cotton and jute. Covered with heavy cotton drill and zig zag stitched to prevent slipping and packing.

In addition to Van Pads there are form fitting Pioneers to fit all pieces of furniture. Cut size 72" x 80". Pioneer Van Pads \$23.00 per doz.

**LOUISVILLE BEDDING COMPANY, Inc.**  
 Preston & Market Sts.  
 LOUISVILLE, KY.

The largest institutions are generally the largest advertisers—advertising made them large.

## Ventilated Spark Plugs Make for Economy

THE new Standard ventilated spark plug is claimed to give smoother, more efficient truck performance, to last longer, to need less attention than usual, and rarely to have a cracked porcelain.

The construction is such that the spark is protected by a



metal cover which guards the electrodes and porcelain from heat and from carbon deposits. The gap is also protected and kept in adjustment.

"Breathing" takes place through the ventilating holes and this tends to cool and clean the plug on each stroke of the piston. Maker, Standard Spark Plug Co. Distribution and Warehousing.

## Utility Jack for Pulling, Lifting, Etc.

A UTILITY tool suitable for a host of applications involving stretching, pulling, binding or lifting.

This device is of simple and sturdy construction and is suitable for working loads up to 4,000 pounds. The complete



unit includes the frame with operating parts, a 10-foot stretcher chain and 5-foot anchor chain.

When in use the stretcher chain fits over teeth in the sprocket wheel and power is supplied by raising and lowering the handle. Axle of the handle being eccentric transmits power through two pawls engaged in the wheel. One pawl is always in position, therefore, wheel cannot slip.

The ACCO utility jack without chains weighs 34 pounds. Maker, Welded Chain Division of American Chain Co., Inc. Distribution and Warehousing.

## Chemical Cools Tires and Reduces Air Escape

A NEW puncture-proof chemical discovery known as Airex is claimed to make tires run cooler, thus reducing natural seepage of air through rubber. Airex has been introduced by the General Tire and Rubber Co. and is being marketed by the Dutch Airex Corp. of America, Ltd. Distribution and Warehousing.

## PADS (Canvas Loading)—Continued

Michigan Tent & Awning Co.; 1922 W. Canfield Ave., Detroit, Mich.  
New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.  
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.  
Seattle Tent & Awning Co.; First Ave. & Columbia St., Seattle, Wash.  
Wagner Awning & Mfg. Co.; 2058 Scranton Rd., Cleveland, Ohio.  
Western Felt Works; 4029 Ogden Ave., Chicago, Ill.

**one  
PAD  
\*FREE!**

our 25th anniversary  
**GIFT to YOU**

With each order of 24 SUPERIOR  
DREADNAUGHT CROSS-STITCHED  
PADS

72x80 Inches cut size.....	@ \$23.50 Doz.
72x72 Inches cut size.....	@ \$22.50 Doz.
54x72 Inches cut size.....	@ \$18.50 Doz.
36x72 Inches cut size.....	@ \$12.50 Doz.

**\*OFFER LIMITED BUY NOW**

*America's Largest Pad Manufacturers Since 1911*

**New Haven Quilt & Pad Co.**

82-86 Franklin St.

New Haven Connecticut



### POWCO FURNITURE PADS

CUT SIZE      { 72 x 36"  
                    72 x 54"  
                    72 x 72"  
                    72 x 80"

Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents raveling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "lumping." Made with cotton filler, gives extra thickness and permanence body.

Furniture Tape, 1 1/2" wide, Rolls of 27 yards.

**POWERS & CO. REED ST. 25TH TO 26TH PHILADELPHIA**

### PADS (Excelsior Wrapping)

American Excelsior Corp.; 1000-1020 N. Halsted St., Chicago, Ill.  
Dale Bros. Excelsior Pad Co.; 1059 Plainfield Ave., N. E., Grand Rapids, Mich.  
Indiana Excelsior Co.; S. Keystone Ave. & Belt R.R., Indianapolis, Ind.  
Pioneer Paper Stock Co.; 448 W. Ohio St., Chicago, Ill.  
Sheboygan Pad Co.; 1301-5 Erie Ave., Sheboygan, Wis.  
Washington Excelsior & Mfg. Co.; Ft. of Main St., Seattle, Wash.

### PAPER (Moth Proofing)

**White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.**

*Distribution and Warehousing, March, 1936*

## PAPER PACKING MATERIALS

Ace Paper Co., Inc.; 127 Bleecker St., New York, N. Y.  
Jiffy Pad & Excelsior Co.; 45 N. Washington St., Boston, Mass.  
Kimberly Clark Co.; 8 S. Michigan Ave., Chicago, Ill.  
Pilcher-Hamilton-Dally Co.; 348 N. Dearborn St., Chicago, Ill.  
Pioneer Paper Stock Co.; 448 W. Ohio St., Chicago, Ill.

### PAPER (Tar)

Gretsch & Co., Inc.; Ralph; 1150 Broadway, New York, N. Y.  
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**Kearny, N. J.**

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Edwards Mfg. Co.; 529 Eggleston Ave., Cincinnati, Ohio.  
Hauserman Co., E. F.; 6091 Grant Ave., Cleveland, Ohio.  
Mills Co., The; Wayside Rd. & Nickel Plate R. R., Cleveland, Ohio.  
Page Fence Assn.; Dept. Z, 520 N. Michigan Ave., Chicago, Ill.  
Phoenix Wire Works; 1940 E. Kirby Ave., Detroit, Mich.

### PIANO DERRICKS AND TRUCKS

Fairbanks Co.; 398 Lafayette St., New York, N. Y.  
*(See advertisement elsewhere in this issue.)*  
Iden Warehouse Supply Co.; 564 Washington Blvd., Chicago, Ill.  
Self-Lifting Piano Truck Co.; Findlay, Ohio.  
*(See advertisement elsewhere in this issue.)*

### RACKS (Storage)

Barrett-Cravens Co.; 2264 West 30th St., Chicago, Ill.  
Berger Mfg. Co.; 1039 Belden Ave., N. E., Canton, Ohio.  
Lyon-Metal Products, Inc.; Drawer 480, Aurora, Ill.  
Medart Mfg. Co., Fred; Pontiac & Dekalb Sts., St. Louis, Mo.

### RECORDERS (Motor Truck)

Electric Tachometer Corp.; Broad & Spring Garden Sts., Philadelphia, Pa.  
Grimm Fax Register Co.; 740 Belden St., Dayton, Ohio.  
Service Recorder Co.; 1422 Euclid Ave., Cleveland, Ohio.  
Stewart-Warner Altimeter Corp.; 1826 Diversey Blvd., Chicago, Ill.  
U. S. Fare Recording Co., Inc.; 511 W. 54th St., New York, N. Y.  
Veedar Mfg. Co.; 54 Sargent St., Hartford, Conn.

## REFRIGERATION (Truck Body)

B & J Trailer Co.; 3913 Michigan Ave., Chicago, Ill.  
 Fruehauf Trailer Co.; 10840 Harper Ave., Detroit, Mich.  
 (See advertisement elsewhere in this issue.)  
 International Carbonic, Inc.; 60 East 42nd St., N. Y. (Carbon Dioxide)  
 International Harvester Co. of Am.; 606 S. Michigan Ave., Chicago, Ill.  
 (See advertisement elsewhere in this issue.)  
 Liquid Carbonic Corp.; 3165 S. Kedzie Ave., Chicago, Ill. (Carbon Dioxide)  
 (See advertisement elsewhere in this issue.)  
 Mack Trucks, Inc.; 25 Broadway, New York, N. Y.  
 Reo Motor Car Co.; 1331 S. Washington Ave., Lansing, Mich.

## SAWS (Portable Machine)

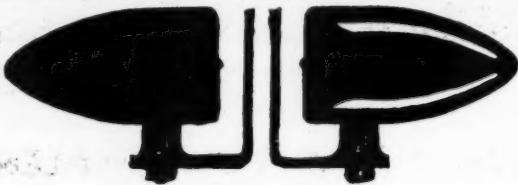
Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.  
 Kennedy, Ralph M.; 111 N. Seventh St., Philadelphia, Pa.  
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 Lipper Saw Co., E. T.; 608 Lincoln Ave., Millvale, Pittsburgh, Pa.  
 Oan & Sons, D. W.; 45 Royalston Ave., Minneapolis, Minn.  
 Skilaw, Inc.; 3510 Elston Ave., Chicago, Ill.  
 Wallace & Co., J. D.; 134 S. California Ave., Chicago, Ill.

## SCALES

Dayton Scale Co.; Dayton, Ohio.  
 Fairbanks, Morse & Co.; 900 S. Wabash Ave., Chicago, Ill.  
 Gaston Scale Co.; Beloit, Wis.  
 Standard Scale & Supply Co.; 412 First Ave., Pittsburgh, Pa.  
 Toledo Scale Co.; Toledo, Ohio.

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Bradley Mfg. Co., A. J.; 101 Beekman St., New York, N. Y.  
 Diagram Stencil Mfg. Corp.; 2913 Clark Ave., St. Louis, Mo.  
 Ideal Stencil Mfg. Co.; 22 Ideal Block, Belleville, Ill.  
 March Stencil Mfg. Co.; 35 March Bldg., Belleville, Ill.

## TIRES (Industrial Truck)

General Tire & Rubber Co.; E. Market St., Akron, Ohio.  
 Goodrich Rubber Co., B. F.; Akron, Ohio.  
 (See advertisement elsewhere in this issue.)  
 Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.  
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Firestone Tire & Rubber Co.; So. Main St., Akron, Ohio.  
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 (See advertisement elsewhere in this issue.)  
 Goodyear Tire & Rubber Co.; 7144 E. Market St., Akron, Ohio.  
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 Kelly-Springfield Tire Co.; 405 Lexington Ave., New York, N. Y.  
 Mohawk Rubber Co.; 1235 Second Ave., Akron, Ohio.  
 Scheringer Rubber Co.; Akron, Ohio.  
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## TRAILERS (Motor Truck)

B & J Trailer Co.; 3913 Michigan Ave., Chicago, Ill.  
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 General Motors Truck Co.; Pontiac, Mich.  
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 Herman Body Co.; 4420 Clayton Ave., St. Louis, Mo.  
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 Highway Trailer Co.; Edgerton, Wis.  
 Stoughton Co.; Stoughton, Wis.  
 Trailer Co. of America; 31st and Robertson, Cincinnati, Ohio.  
 Utility Trailer Mfg. Co.; Box 1407, Arcade Station, Los Angeles, Cal.

## TRUCKS (Hand)

American Pulley Co.; 4200 Wissahickon Ave., Philadelphia, Pa.  
 (All steel stevedore)  
 Barrett-Craven Co.; 3284 West 30th St., Chicago, Ill. (Lift, stevedore and platform)  
 Bodinson Mfg. Co.; 4401 San Bruno Ave., San Francisco, Cal. (Platform)  
 Chase Dry & Mfg. Co.; 2340 Parsons Ave., Columbus, Ohio.  
 Colson Corp.; Box 550, Elyria, Ohio. (Platform and stevedore)  
 Electric Wheel Co.; Walton Heights, Quincy, Ill. (Platform and stevedore)  
 Fairbanks Co.; 308 Lafayette St., New York, N. Y.  
 (Lift, platform and stevedore)  
 Globe Pipe & Truck Co.; 1451 Front St., N. W., Grand Rapids, Mich.  
 Hamilton Caster & Mfg. Co.; Hamilton, Ohio.  
 Howe Chain Co.; 2-30 E. Clay Ave., Muskegon, Mich.  
 International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio.

Jarvis & Jarvis, Inc.; 200 S. Main St., Palmer, Mass.  
 Lansing Co.; 602 Cedar St., Lansing, Mich. (Platform and stevedore)

Lewis-Shepard Co.; 124 Walnut St., Watertown Sta., Boston, Mass. (Lift and stevedore)

Lyon Iron Works, Inc.; Box A, Greene, N. Y. (Lift and platform)

McKinney Mfg. Co.; Liverpool, Pa. (Metropolitan St.)  
 Marion Adjustable Iron Works; Box 680, 928 Miller Ave., Marion, Ind. (Dolly)

Mercury Mfg. Co.; 4148 S. Halsted St., Chicago, Ill.

Norman, Wm. A.; 180 N. Michigan Ave., Chicago, Ill.

Nutting Truck Co.; 252 Kinzie St., Chicago, Ill. (Platform and stevedore)

Saginaw Stamping & Tool Co.; Saginaw, Mich.

Self-Lifting Piano Truck Co.; Findlay, Ohio. (Special piano)

(See advertisement elsewhere in this issue.)

Service Caster & Truck Co.; 517 N. Albion St., Albion, Mich.

Stretch & Dorsey Mfg. Co.; Dept. D. W., S. State & Bates Sts., Indianapolis, Ind.

(Platform)

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International Engineering, Inc.; 1145 Bolander Ave., Dayton, Ohio.

R & R Appliance Co., Inc.; 208 E. Crawford St., Findlay, Ohio.

Self-Lifting Piano Truck Co.; Findlay, Ohio.

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### WHEELS (Industrial Truck)

Divine Bros. Company: 101 Whitesboro St., Utica, N. Y.  
Fairbanks Co.: 398 Lafayette St., New York, N. Y.  
(See advertisement elsewhere in this issue.)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio  
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### WORK SUITS AND UNIFORMS

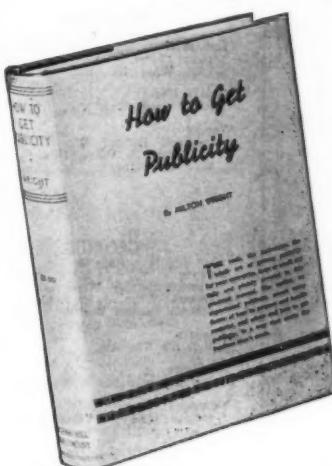
Carhartt-Hamilton Cotton Mills; Michigan Ave. & Kent St., Detroit, Mich.  
Hart Mfg. Co.: 10 E. Livingston St., Columbus, Ohio.  
Hirsch-Wein Mfg. Co.: 205-209 Burnside St., Portland, Ore.  
Isaac and Son, Wm.; 88 Bowery, New York, N. Y.  
McDonald Mfg. Co., R. L.; Twelfth & Penn Sts., St. Joseph, Mo.  
Motor Suit Mfg. Co.: 302 W. Ninth St., Kansas City, Mo.  
Munnally & McOra Co.: 104-6 Mitchell St., S. W., Atlanta, Ga.  
Oppenheim Bros.: 1107 Broadway, New York, N. Y.  
Scott Mfg. Co., Cyrus W.; Houston, Texas.  
Star Overall & Uniform Mfg. Corp.: 65 Varick Ave., Brooklyn, N. Y.  
Strauss & Co., Levi; 98 Battery St., San Francisco, Cal.  
Waco Garment Mfg. Co.; P. O. Box 134, Waco, Texas.

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Edwards Tfr. & Stge. Co.  
Merchandise Whse. Co.  
Neilson Whse. Co.

**Marion**  
Merchants Transfer Co.  
**Springfield**  
Wagners Service, Inc.

**Toledo**  
Great Lakes Term. Whse. Co.  
Rathbun Cartage Co.  
Toledo Term. Whse., Inc.

**Youngstown**  
Herbert & Son Co., Wm.

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O.K. Tfr. & Stge. Co., Inc.  
Oklahoma Bonded Whse. Co.  
Red Ball, Inc., Tfr. & Stge. Co.

**Tulsa**  
Hedges Pfd. Whses., Joe

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Karn's Tfr. & Stge.  
**Lancaster**  
Keystone Exp. & Stge. Co.  
Lancaster Stge. Co.  
**Oil City**  
Carnahan Tfr. & Stge.  
**Philadelphia**  
Atlas Stge. Whse. Co.  
Fenton Stge. Co.  
Midway-20th Century Stge. Whses.  
Gallatin's Whses.  
Miller North Broad Stge. Co.  
Terminal Whse. Co.

**Pittsburgh**  
Duquesne Whse. Co.  
Kirby Tfr. & Stge. Co.  
White Terminal Co.

**Scranton**  
Post, R. F.  
Quackenbush Whse. Co., Inc.

**Uniontown**  
Keystone Tfr. Co.

**Wilkes-Barre**  
Wilkes-Barre Whsg. Co.

**Williamsport**  
Williamsport Stge. Co.

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Dallas Tfr. & Term. Whse. Co.  
Dallas-Tyler Term. Whse. Co.  
Inter-State Pfd. Stge. & Tfr. Co.  
Koon-McNatt Stge. & Tfr. Co.  
Morgan Whse. & Com. Co.

**Fort Worth**  
Blynny-O'Keefe Pfd. Stge. Co.  
General Cartage Co.  
G.O. Whse. Co., Inc.  
Texas & Pacific Term. Whse. Co.

**Harlingen**  
Jones Tfr. & Stge. Co., Inc.

**Houston**  
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Patrick Tfr. & Stge. Co.  
Universal Term. Whse. Co.  
Westheimer Tfr. & Stge. Co.

**Longview**  
Wilson Tfr. & Whse. Co., Roy

**San Antonio**  
Merchants Tfr. & Stge. Co.  
Muegge-Jenull Whse. Co.  
Scooby Pfd. Stge. Co.  
Southern Tfr. Co., Inc.

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**Ogden**  
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**Mexico City**  
Bodegas Chopo, S. A.

# WAREHOUSE DIRECTORY

A Guide to representative Merchandise, Cold Storage and Household Goods Warehouses, Forwarders, Terminals, and Transfer Companies, arranged by States and Towns

## "Andy Says"

READERS of this issue of *Distribution and Warehousing* will note the new policy adopted in the make-up of editorial pages . . . bringing not less than one half page of reading text into each two page spread of the "Directory of Warehouses" advertising section. This policy will practically distribute editorial throughout the book—and will tend to introduce more forcefully the warehouse advertisers to the users of warehouse services!

SINCE May of last year, all copies of "D & W" have been delivered to subscribers by Western Union messenger service. Many favorable comments have been made concerning this new manner of getting "D & W" distributed to our thousands of readers in all parts of the country, and it is quite probable we will continue indefinitely to distribute in this way.

In this issue will be found a Western Union advertisement calling this service to your attention. Warehousemen who, from time to time, require the instant help of a responsible organization to distribute samples, etc., for a customer, will do well to contact their local Western Union manager. There is a veritable army ready and willing to cooperate with you on any problem you run into that does not fit into your own personal set-up.

ONE of the most interesting papers read at the American Warehousemen's Association meeting in Atlantic City last month was that of Gardner Poole, a past president of the association. The subject treated on was the proper freezing of fruits, vegetables, meats, etc. Mr. Poole will be the American's representative at the International Congress of Refrigeration to be held at The Hague, Holland, in June, and "D & W" plans to publish, in the July issue, the paper now under preparation which Mr. Poole will read at that meeting.

HAS the warehousing industry done a good selling job for those whom it wishes to serve? Put that question to critics and the answer is usually "No." Don't fail to read Dr. Frederick's article "Trends in Marketing Procedure," beginning on page 8 of this issue. Also Mr. Haring's story "The Shifting Map of Markets," beginning on page 5.

These two articles reveal facts which every warehouseman should know and may give you a different slant on what should be done by warehousemen to protect the future of public warehousing.

*"Andy"*

BIRMINGHAM, ALA.

1880—Over Fifty-Five Years of Honorable Service—1936

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**FIREPROOF WAREHOUSES**  
MERCHANDISE and HOUSEHOLD GOODS  
STORAGE HAULING PACKING  
Prompt Service—Accurate Accounting  
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Members: A. W. A., N. F. W. A., S. W. A.,  
A. C. W. A. T. & W. A.

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General Merchandise Storage and Distribution  
Pool Car Service a Specialty—Motor Truck Service  
Centrally Located—Free Switching from All R.Rs.

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Pool Cars and General Merchandise—Bonded  
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Storing and Packing Moving and Shipping  
Warehousing and Distribution service for merchandise and furniture.  
Sprinklered warehouse—Insurance rate 46c.  
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**Federal Matches**

Read **DISTRIBUTION & WAREHOUSING**  
and consult the **Directory of Warehouses**

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Storage Co.**

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AND  
STORAGE**

Storage capacity 68,000 sq. ft. General receiving and forwarding agents. Pool car distribution our specialty.

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**FIREPROOF STORAGE**

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General Merchandise Storage, Forwarding,  
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55,000 Square Feet Floor Space.  
Modern Fire Proof Building. Sprinkler Equipped.  
Lowest Insurance Rate.  
On St. Louis, San Francisco Railroad Reciprocal Switching.



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FORT SMITH, ARK.

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**Commercial Warehouse Co.**

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A Complete Branch House Service  
Fireproof Sprinklered — Low Insurance  
Private Railroad Siding — Quick Service



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Arkansas' Largest Warehouse  
Merchandise—Household Storage



**NEW TERMINAL WAREHOUSE CO.**

LITTLE ROCK

ARKANSAS

Member American Warehousemen's Association  
America's Chain of Warehouses.



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TRUCK CRANES  
RIGGING



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CONSIGN  
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TO BEKINS



1335 S. Figueroa St.

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EFFICIENT WAREHOUSING  
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CALIFORNIA WAREHOUSE CO.

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Specialist in Food Distribution

Sprinklered Concrete  
Building  
Central Location  
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Low  
Insurance  
Cartage  
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Merchandise  
Exclusively

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"Sales Minded Service"

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 Not merely a "Point of Storage and Distribution" for your merchandise, but Active Dependable Citizens "Sales Service" A real Business Builder.

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Complete and efficient service in distribution, delivery  
or storage of merchandise.

Franchise carrier between Los Angeles Harbor and the city of  
100 Howard St., Los Angeles. 125 Santa Fe Ave.,  
SAN FRANCISCO Established 1875 LOS ANGELES

## LOS ANGELES, CAL.

AN "ASSOCIATED WAREHOUSE"

DAVIES WAREHOUSE COMPANY

GENERAL OFFICES: 164 SOUTH CENTRAL AVE.

First merchandise warehouse in Los Angeles—and STILL  
the FIRST . . . Established 1893 . . . MORE THAN  
ORDINARY SERVICE . . . We invite inquiries relative to  
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MEMBERS: A.W.A. SINCE 1898 . . . C.W.A. . . . L.A.W.A.

## LOS ANGELES, CAL.

316 Commercial Street

Los Angeles Warehouse Company

Household Goods and Merchandise

Consign your shipments for Hollywood, Beverly  
Hills, and Los Angeles direct to us. We will insure  
you satisfied customers. A complete service.

# Trends in Marketing Procedure

(Continued from page 9)

turers say that, under present conditions, spot stocks are absolutely vital to the functioning of their business. The most important thing in marketing today, as always, is getting the goods to the wholesaler when they are needed.

The policy of carrying spot stocks in public warehouses, adopted by many manufacturers to overcome this failure on the part of wholesalers to perform the storage function, is strenuously objected to by the full-service wholesalers in most trades. Undoubtedly the practice has put the smaller wholesaler in a better position to compete with the large. The desire on the part of the manufacturers' salesmen, or other representatives, working the territories where these stocks are maintained, to stimulate sales, has led to the establishment of small concerns with little or no capital and limited facilities. These concerns hold themselves out as wholesalers and sometimes cut prices on those commodities which they are able to buy from day to day in small quantities. Usually such concerns operate on practically no overhead, are more or less ephemeral, and nearly always constitute a demoralizing influence in the trade. This situation being particularly acute in certain metropolitan areas. The manufacturers can, however, easily control this situation by granting a smaller discount to those who draw from spot stocks.

The main point for the merchandise warehousemen to bear in mind in connection with manufacturers' spot stocks is that as wholesalers' purchases get smaller, there is greater need for speed in delivery. The rail carriers can hardly reduce time in transit any more than they have.

## If Wholesalers Won't—

The spot stock, combined with motor deliveries, appears to be the answer. These stocks will be placed in public merchandise warehouses if manufacturers can be sold on their advantages.

2. If the wholesalers can't or won't do a selling job the manufacturer will have to do it.

Will this mean that a large number of direct selling, salaried sales forces will be put in various fields? In some cases it will; but in many others it will mean that the manufacturer, unable to afford the luxury and satisfaction of such a sales force, will be forced to depend on commission salesmen, who in many cases will be manufacturers' representatives or agents handling several supplementary but non-competitive accounts.

The increasing use of manufacturers' representatives, rather than a salaried sales force, is, in a sense, a product of the depression. The important point from the warehousemen's standpoint is that these agents frequently expect and often demand that manufacturers place spot stocks in their territories. Sometimes they will even pay storage charges on such stocks. Such an arrangement seems to approach a Utopian situation for the manufacturers, but I know of several such cases. Generally the warehoused stocks, to support the sales activities of manufacturers' agents, are handled on a C.O.D. or accredited list basis by the warehouses. This is to prevent a recurrence of the unfortunate experiences of some manufacturers who formerly consigned stocks directly to local representatives. Through the use of the accredited list, manufacturers have learned they can obtain all the advantages of consignment selling with none of the disadvantages.

In the September and November, 1935, issues of

(Continued on page 63)

LOS ANGELES, CAL.

1950 S. Vermont Avenue, Los Angeles

**LYON**  
VAN AND STORAGE CO.  
SERVES CALIFORNIA

*San Francisco  
Oakland  
Fresno  
Santa Barbara  
Gardena  
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*Let Lyon  
Guard your  
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member  
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LOS ANGELES, CAL.



Offices for Rent

Telephone and  
Secretarial Service  
Sub Basement for  
Cool, Dry Storage

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Merchandise Warehousing  
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U. S. Customs Bonded

Reinforced Concrete Sprinklered Building  
Centrally Located in Metropolitan Area

Fire Insurance Rate 11.7 Cents

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General Merchandise Storage  
U. S. Customs Bonded Storage  
Cool Room Accommodations  
"Vacufume" Process of Fumigation

MANAGED AND OPERATED BY

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CALIFORNIA'S MOST MODERN WAREHOUSE  
SERVED BY THE UNION PACIFIC

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MERCHANDISE  
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GATION  
BROKERS' OFFICES  
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P.B.X.  
FINANCING  
SERVICE



**Pacific Commercial Warehouse, Inc.**  
923 East Third St. Los Angeles, California  
SPECIALIZING IN STORAGE AND DISTRIBUTION  
OF FOOD PRODUCTS  
Represented by NATIONAL WAREHOUSING SERVICE  
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We Solicit Your Shipments and  
Pool Car Distribution

**PRUDENTIAL**  
STORAGE & MOVING CO.  
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Members: California Van & Storage Association  
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COMPLETE FACILITIES

EFFICIENT SERVICE

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Drayage

Represented by Distribution Service

240,000 Square Feet

New York

Chicago

56 Motor Trucks

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B. F. JOHNSTON, Gen. Mgr.

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General offices, 737 Terminal St.

Free and U. S. Customs bonded storage. The largest, most complete and efficient Warehouse and Distribution Service in the West. Insurance Rate as low as 11.8 cents per \$100 per year. Daily motor truck service to all parts of the city and Los Angeles Harbor.

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**Make Westland Warehouses**

Your Distribution Headquarters  
in So. California

Member, A. W. A.  
C. W. A., L. A. W. A.

Write for Booklet

L. A. Junction Ry.  
Service

Westland

Warehouses, Inc.

4814 Loma Vista Ave.,

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Room 1305

38 So. Dearborn St.

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**OAKLAND WAREHOUSE TERMINALS**

18TH & CAMPBELL STS.

OPERATED BY MERCHANTS EXPRESS CORP.

SAME OWNERSHIP AS

**Southern Pacific Terminal Warehouse**

4TH & BERRY STS., SAN FRANCISCO

OPERATED BY WALKUP DRAYAGE & WAREHOUSE CO.

Modern buildings with lowest  
insurance rates and largest fleet  
of motor equipment in the bay  
area.

Most complete and efficient  
transbay service. Exclusive  
contracts all railroad store door  
services.

**STORAGE & POOL CAR DISTRIBUTION OF  
FURNITURE AND MERCHANDISE**

MEMBER AWA

## SAN FRANCISCO, CALIF.

**J. A. CLARK DRAYING COMPANY**

Complete and efficient service in distribution, delivery or storage of merchandise.

100 Howard St.,  
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Established 1875

125 Santa Fe Ave.,  
LOS ANGELES

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CONSIGN TO

**DE PUE**  
WAREHOUSE CO.

FIRST AND BRANNAN

## SAN FRANCISCO, CALIF.

**FARNSWORTH & RUGGLES**

(Established in 1859)

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WAREHOUSING GENERAL MERCANDISE  
Pool Car Distribution Motor Truck Fleet  
Terminal at First, Brannan and Federal Streets  
In the heart of the shipping district

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OPERATED IN CONJUNCTION WITH  
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AND  
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Operators of the most complete warehouse and distribution system in the San Francisco Bay area.

STORAGE—CARTAGE—COLD STORAGE (OAKLAND)  
FIELD WAREHOUSING—FAST TRANSBAY DELIVERY SERVICE

S. M. HASLETT, President  
Member American Warehousemen's Assn.  
Member American Chain of Warehouses, Inc.

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A Complete Service for the Warehousing and Distribution of General Merchandise

Warehousing, Distribution, Draying, Office Accommodations, Telephone Service. Space for Lease

San Francisco Warehouse Co., 625 Third Street  
Member: American Warehousemen's Association  
Distribution Service, Inc.

The Men Who Distribute

**Walker's Chile Con Carne**

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

## DENVER, COLO.

We offer a complete service—Merchandise and Household Goods Storage, Pool Car Distribution, Moving, Packing and Forwarding.

We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.

Connections with Interstate Truck Lines to Principal Cities.

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**The WEICKER TRANSFER & STORAGE CO.**

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Member of N. F. W. A.—A. C. W.—A. W. A.

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**BURCH WAREHOUSE AND TRANSFER CO. INC.**

General Office and Warehouse  
200 S. SANTA FE AVENUE  
Modern Spacious Fireproof Building  
Freight Forwarding and Distribution  
Household and Merchandise Storage  
PACKING AND SHIPPING  
Member of N.F.W.A.—A.W.A.—Colo. W.A.

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J. G. Hyland, Mgr.

**Hartford Despatch and Warehouse Co.**  
1337 Seaview Avenue

STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE DOCK AND RAILROAD SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND HARTFORD, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.V.L.



## GREENWICH, CONN.

**DRINKWATER SONS, Inc.**

Offices

122 RAILROAD AVE.

2 WAREHOUSES

STORAGE, MOVING

50 Years in Business

Member N.F.W.A., C.W.A.



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**BOAT LINE WAREHOUSE CO., INC.**

Located on the Connecticut River  
18 Van Dyke Ave.

General Merchandise Storage and Distribution

Direct Water, Rail, and Truck Connections

Barge Shipment Facilities

Member of Conn. W. Assn.—Hartford Chamber of Commerce.

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J. G. Hyland, Mgr.

**Hartford Despatch and Warehouse Co.**  
252 Asylum Street, Hartford, Conn.

STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND BRIDGEPORT, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.V.L.



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M. E. Kisely, Mgr.

**DAVIS STORAGE COMPANY**

335 East St., New Haven, Conn.

Modern Fireproof Merchandise Warehouse.

Private seven-car siding, adjacent to Steamship and R. R. Terminals.

Pond and stop over cars distributed.

Motor Truck Service to all towns in Connecticut.

Low Insurance Rate. Prompt, Efficient Service.



(Continued from page 60)

*Distribution and Warehousing* I pointed out that it seemed as if the operations of manufacturers' representatives and public merchandise warehouses could supplement each other to perfection. There should be some way of working out a plan which would be of real benefit to manufacturers, and at the same time be profitable to the warehousemen. Such a plan must, however, be worked out with care or there is trouble ahead for the warehousemen.

By trouble, I mean this. One of you for one reason or another may assist a manufacturer in securing a manufacturers' agent covering the territory where you may be located. All you know about him is from hearsay or from observation of his general activities in connection with other accounts, some of which, or all of which, may be using your warehouse for storage.

Let us assume you know he is a good salesman but not much else about him. The manufacturer takes this agent on and places a stock of goods in storage with you. After a month or so the manufacturer finds that this agent is not satisfactory for any of a number of reasons. You get the blame and probably lose the storage account unless matters can be straightened out.

#### Advantages Summarized

Your business is warehousing and you *know* warehousing. When you step out of that role you are often in deep water, and trouble is likely to follow.

In the November, 1935, issue of *Distribution and Warehousing* I suggested certain points which warehousemen should bear in mind when suggesting manufacturers' agents to storage clients who might be looking for some sort of sales service. If these rules are followed, it is one way to avoid trouble. Another way is to make use of one of the organizations which operate on a fee or annual retainer basis, and which specialize in locating manufacturers' agents for manufacturers, and accounts for agents. The use of such an organization has a number of advantages both for the warehouseman and for the manufacturer. These may be summarized as follows:

1. The warehouseman and his client are offered only good agents, whom the organization is willing to sponsor for their consideration.

2. The organization assures both warehouseman and manufacturer that the agents recommended will not only possess ability and integrity, but will also have the right type of experience and call upon the right trade to fit the manufacturer's products and sales problems.

3. The agents recommended will have been carried through the preliminary stages so that they are ready to make definite arrangements to represent the manufacturer whom the warehouseman seeks to aid.

From what I have said as to the means by which some manufacturers may overcome the selling inertia of wholesalers it does not mean that wholesalers will be eliminated entirely in various lines, and that all selling will be direct. It is my belief that, with certain few exceptions, the most economical method of distributing manufactured products is still through the wholesaler. In principle, the use of the wholesale distributor is the cheapest and most nearly ideal plan of distribution. A regional wholesale house (not owned by the manufacturer), buying each item in fair quantities and supplying the individual retailer, industrial user or other customer, with assortments of goods produced by many manufacturers, is inevitably better than each manufacturer attempting to distribute directly to these outlets. Lack of selling by wholesalers may mean, however, that as manufacturers perform more of the actual selling and storage they will base their discounts more nearly on the actual services ren-

(Concluded on page 64)

#### NEW HAVEN, CONN.

AN ASSOCIATED

WAREHOUSE

#### STORAGE and DISTRIBUTION



Established 1860

Merchandise, automobiles, furniture—23 buildings—Low insurance rates—15 car siding—Central location—Daily truck delivery service covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.

**THE SMEDLEY CO.**  
165 Brewery St., New Haven, Conn.  
Members: AWA, NFWA, CWA, AWIA, MTA  
of C, New Haven Chamber of Commerce,  
Hauling member Allied Van Lines, Inc.



#### NEW HAVEN, CONN.

PAUL A. DAHLGARD, Owner



**West Haven Trucking Company**  
Storage Warehouses  
Offices, 435 Congress Ave.  
Household Goods, Storage, Packing,  
Shipping, Receiving

#### WASHINGTON, D. C.



E. K. MORRIS, President

**FEDERAL STORAGE  
COMPANY**

1707 FLORIDA AVENUE

(See Page Advertisement Directory Issue)

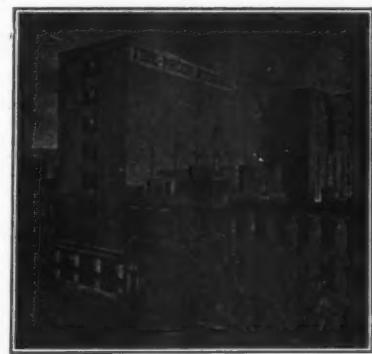
#### WASHINGTON, D. C.

**Absolutely  
Fireproof**

**MOVING  
PACKING  
SHIPPING**

Pool Car  
Distribution  
General Hauling

Merchants Transfer & Storage Co.  
920-922 E. St., N. W.



#### WASHINGTON, D. C.

SHIPMENTS DELIVERED AT CURRENT RATES IN WASHINGTON  
AND VICINITY

**Security Storage Company**  
OF WASHINGTON

Capital, Surplus and Reserves over \$1,200,000.

Security (steel) lift vans for overseas shipments. Door to door rates quoted, both to and from Europe and South America. All risk insurance if desired.

1140 Fifteenth Street, Washington  
31 Place du Marche St. Honore, Paris

## WASHINGTON, D. C.

**Modern  
Fireproof  
Building**

**LONG  
DISTANCE  
MOVING**  
**PACKING  
STORING  
SHIPPING**

**SMITH'S**



**TRANSFER & STORAGE CO., INC.**  
1313-15-17-19-21 Yen Street, N. W.

Member—Mayflower Warehousemen's Association

## WASHINGTON, D. C.

**GENERAL MERCHANDISE  
STORAGE**

**Pool Car Distribution—  
City Delivery Service**

Direct Switching Connections into Warehouse  
Pennsylvania Railroad

**TERMINAL REFRIGERATING &  
WAREHOUSING CORPORATION**

4th and D Streets, Southwest

Member of A. C. W.

## WASHINGTON, D. C.

Established 1901

**UNITED ★ STATES  
STORAGE COMPANY**

418 10th Street, N. W.

*We Reciprocate Shipments*

(See Advertisement in Directory issue, page 111)

Member of N.F.W.A.—W.W.A.

## JACKSONVILLE, FLA.

FLORIDA'S LARGEST WAREHOUSE

**UNION TERMINAL WAREHOUSE COMPANY**  
East Union and Ionia Streets

Merchandise Storage—Custom Bonded—Pool Car Distribution  
Reconsigning—Trucking Service—Trackage 52 Cars  
Reinforced Concrete—Sprinkler System  
Insurance Rate 20 Cents  
Rental Apartments—Sub-Postoffice, Western Union Tel.  
Members A.W.A.—A.Cof.W.—I.W.A.

## JACKSONVILLE, FLA.

**VANN WAREHOUSE COMPANY, INC.**

242 E. Bay Street Jacksonville, Fla.

Merchandise Storage—Cold Storage—Pool Car  
Distribution

Building is centrally located, brick and concrete construction, equipped  
with sprinkler system and served by Son. Ry., G.S.&F. Ry. and St. Johns  
River Terminal Co. Low Insurance Rate.  
Member of Jacksonville Warehousemen's Association

## MIAMI BEACH, FLA.

**Washington Storage Co., Inc.**

1001 Washington Avenue

**Moving—Packing—Shipping—Storage**

Members NFWA, SOWA

(Concluded from page 63)

dered by wholesalers. It has been proposed, in one trade, that a discount scale be set up along these lines:

Less 6 per cent when the wholesaler buys, receives, warehouses, and delivers. Less 4 per cent when the wholesaler gives credit to the retailers, delivers, and performs general warehouse services. Less 2 per cent to 5 per cent when the sales service only is performed, deliveries being made direct from factory or from manufacturer's spot stock. Less 2 per cent for cash, or usual terms of time payment.

In other words, it is felt in this trade that sales service discounts should be based on actual sales services rendered and on whether the manufacturer creates and maintains the demand, or whether the wholesaler creates and maintains the demand.

The trends in marketing procedure which I have discussed point to just one thing—an increasing use of merchandise warehouses if the warehouse industry can sell the manufacturers on the idea of placing their goods in public rather than private warehouses.

What the industry has to watch out for is an increase in the tendency in some lines for manufacturers' agents to open their own warehouses in which the manufacturers they represent are supposed to spot their stocks. Also the tendency for three or four manufacturers with non-competing lines, but similar sales policies, to open their own warehouses. (I was talking with the general sales manager of one large manufacturer just last week who is doing this very thing in one territory.)

**Real Selling Job Needed**

Many manufacturers feel the need of spot stocks in various sections of the country but do not know how to go about arranging the matter in an economical manner. Moreover, they don't know what the warehouseman has to offer, especially as to advantages.

Unfortunately this is the case in spite of the very ably conducted advertising campaign of your association.

If you are going to take full advantage of these trends in marketing procedure, you will have to do a real selling job.

**Pennsylvania Group to Inquire Into  
State's "Foreign Corporation" Tax**

AT a quarterly meeting of the Pennsylvania Warehousemen's Association, held at Atlantic City on Feb. 12 in connection with the convention of the American Warehousemen's Association, the group adopted a motion that the president, H. W. Wilson, Bethlehem, appoint a committee of one "to collect information and obtain decisions if possible from the Secretary of Revenue of Pennsylvania regarding the tax imposed on foreign corporations doing business in Pennsylvania and using our warehouses."

The president appointed the association's secretary, D. Bailey Brandt, Jr., Harrisburg.

The group elected to membership the P. Tassia Cold Storage Co., York, and the Reading Cold Storage Co., Reading.

**Cole Heads Kansas City  
Local for Seventh Time**

Frank M. Cole, president of the Radial Warehouse Co., Kansas City, Mo., was elected president of the Kansas City Warehousemen's Association for the seventh year in succession, at the group's 42nd annual meeting, held on Feb. 22. A. E. Brooks continues as secretary-treasurer.

TAMPA, FLA.

"Your Tampa Branch House"

# CALDWELL BONDED WAREHOUSES

INCORPORATED

MERCHANDISE  
Storage & Distribution  
Fireproof Buildings  
Waterfront Warehouses  
and Private Docks

U. S. CUSTOMS

Bonded Storage.  
Government Stereotype  
retained permanently.  
Normal temperatures for  
Wines and Liquors.

HOUSEHOLD

Moving & Storage Agents  
Aero Mayflower Transit  
Co.  
National Long Distance  
Movers.

Members Mayflower Warehouses Assn.

TAMPA, FLA.



## LEE TERMINAL AND WAREHOUSE CORP.

TAMPA, FLA.

Represented by Distribution Services

NEW YORK - CHICAGO - SAN FRANCISCO

TAMPA, FLA.

WILLIAM J. EVE, Manager

## WAREHOUSE, INC. BONDED

CARLOAD AND COMMERCIAL STORAGE  
POOLED CAR DISTRIBUTION

Morgan and Water Streets, Tampa, Florida

ATLANTA, GA.

## BONDED SERVICE WAREHOUSE

432-434 Marietta Street

BONDED  
FIREPROOF STORAGE  
MERCANDISE  
AND HOUSEHOLD GOODS  
POOL CAR DISTRIBUTION

ATLANTA, GA.

## BONDED

### General Warehouse & Storage Co., Inc.

272-274 Marietta St., Atlanta, Ga.

Consigned stocks handled for Manufacturers  
Remittance made day received

Store door delivery—Re-packing—Re-shipping

MERCANDISE DISTRIBUTION

Sprinkler System—R.R. Trackage—Pool Car Distribution

ATLANTA, GA.

"Atlanta's Largest"

## MONROE BONDED WAREHOUSES

Invested Capital \$325,000

Lowest Warehouse Insurance Rate in Atlanta

## MERCANDISE—COLD STORAGE—TRUCKING

Private Railroad Sidings—Concrete Warehouses  
A. D. T. Service

AUGUSTA, GA.

AIKEN, S. C.

F. L. Harrison, Pres.

## RELIABLE TRANSFER CO.

General Merchandise Storage and Distribution

Household Goods Storage, Packing, Shipping  
Pool Car Distribution

Direct R.R. Siding A. C. L., C. & W., C. & R.R.

COLUMBUS, GA.

FOR — modern warehousing — distributing  
of merchandise and household goods—choose

## BURNHAM'S

STORAGE AND VAN SERVICE  
MOTOR FREIGHT TERMINAL

PRIVATE TRACKAGE

Member—Southern Warehousesmen's Association

SAVANNAH, GA.

Savannah's only bonded warehouse

SAVANNAH BONDED WAREHOUSE & TRANSFER

COMPANY  
BAY STREET EXTENSION & CANAL

Post Office Box 1187

General Storage—Distribution—Receiving  
Custom House Broker—Custom Bonded  
Regular steamship service from principal  
Eastern, Western & Gulf ports—track  
connections with all rail and steamship lines.

R. B. Young, President

Members—A.W.A.—A.C.W.—So.W.A.



HONOLULU, HAWAII

## WHEN SHIPPING GOODS TO HONOLULU

consign to us and the same will be given our best attention.  
Modern Concrete Warehouses. Collections promptly remitted.

Correspondence solicited.

CITY TRANSFER COMPANY  
Cable Address: LOVERING, HONOLULU

BOISE, IDAHO

Selling Services Arranged

## BOISE COLD STORAGE COMPANY

Merchandise Warehousing & Forwarding  
Negotiable Warehouse Receipts Issued  
Pool Car Distributors

304 S. 16th St. P. O. Box 1656 On U.P.R.R.

CHICAGO, ILL.

## Combine your Chicago Office and your Warehouse

at ANCHOR. The best

location in Chicago—across the street from Tribune Tower and  
only three minutes from the loop.

You will find here every facility for the efficient storage and  
distribution of your merchandise.

Re-shipping facilities second to none—direct tunnel connection  
with all railroads eliminating cartage. Private switch on C&NW  
Railway—delivery platform inside the building—private dock on  
Chicago River outside all bridges—lighterage connection with  
rail lines eliminating switching delays.

ANCHOR STORAGE CO., 219-229 East North Water Street

## CHICAGO

Represented by  
DISTRIBUTION SERVICE, INC.

CHICAGO, ILL.

Accessible Location.  
Modern Warehouse.  
Excellent Shipping  
Facilities.  
Delightful Offices  
Special Equipment.  
Economical Services.  
No cartage expense on  
outbound L. C. L.  
Freight.  
1455 W. 37th St.

## DETTRICH

WAREHOUSING  
COMPANY

1455 W. 37th ST.

CHICAGO, ILL.

MODERN WAREHOUSES  
UNIQUE  
IN CHICAGO!  
CENTRALLY LOCATED  
UNION FREIGHT STATION  
UNDER SAME ROOF  
CENTRAL FACILITIES

*Central Storage*  
& FORWARDING COMPANY  
2001 West Pershing Road  
Telephone: LAFayette 5628

# CURRIER-LEE Answers



**"IMMEDIATE  
DELIVERIES"**



Phone an order to Currier-Lee—and almost in less time than it takes to tell about it, it's on its way! Prompt delivery is just one of many services that make Currier-Lee warehousing outstandingly satisfactory. Adequate loading space, our own big fleet of trucks, a tunnel-railway station right in our own buildings, and an organization keyed to modern business standards makes possible for us to answer "Immediate Delivery" whenever your distribution problems require fast movements of merchandise stored with Currier-Lee. For full details of this service, write for illustrated folder today.

CURRIER-LEE WAREHOUSE CO.  
General Offices 427 W. Erie St., Chicago, Ill.

CHICAGO, ILL.



## DOWNTOWN WAREHOUSE

Most Centrally Located  
2 Blocks from New Union Station  
CANAL &  
HARRISON STS.  
Tunnel and Trap Car  
Service

# CROOKS TERMINAL WAREHOUSES

CHICAGO

NEW YORK OFFICE: 76 BEAVER STREET

KANSAS CITY

### SOUTH SIDE WAREHOUSES

5801-5967 West 65th St.

Capacity 1200 Carloads  
Insurance Rates as Low as 12c.



CHICAGO'S MOST MODERN WAREHOUSES

Also operate three modern warehouses in Kansas City and the  
Overland Terminal Warehouse Company at Los Angeles, California.

LIBERAL LOANS MADE ON STAPLE COMMODITIES

# The Shifting Map of Markets

(Continued from page 7)

out to go up the valleys, keeping strictly to one side of the hills, with the result that people and trade followed the same lines. Men, even men of affairs, might live a lifetime without knowing the other side of the mountain; dialects were maintained on the two sides so distinctive as to identify a man's home; the households of one side would use only Clark's O.N.T. cotton thread, while women not five miles away would disdain to patch a boy's shirt with any but J. P. Coats' brand.

And, going into the longer distances of the West, the mountains kept one region apart from its neighbors even more certainly. There is no need to give examples: the railroads fought their way along such low points as the surveyor could find; and the people, let alone trade, took the same route.

The rails were enslaved to the irregularities of the landscape.

The automobile, however, has thrown off these shackles.

Not wholly of itself, as you may prove by remembering the limited radius of a motor truck twelve or fifteen years ago. For it was not until 1920 or 1921 that this country really began to construct intercity highways of



No. 3. Map of distribution of goods from Pittsburgh in 1936—  
with shaded portion illustrating as it was in 1928 or 1929

modern type. The first concrete roads were a novelty even in 1923; many a city of a hundred thousand people could not boast a single mile of concrete road in that year. But, when the road-building rage did inoculate the country, when States began to appropriate twenty and fifty million dollars at a crack for "rural highways," the motor truck could laugh at rivers and mountains.

The Hudson River is today spanned, below Albany,  
(Continued on page 68)

## CHICAGO, ILL.

W. F. CARROLL, Pres.

J. J. BARRETT, Gen. Mgr.



### EMPIRE MAINTAINS A STANDARDIZED SERVICE

For almost fifty years EMPIRE Service has been preferred by companies desirous of giving the household effects of employees, transferred to or from Chicago and suburbs, the very best of care and service.

LONG DISTANCE REMOVALS  
PACKING AND SHIPPING BY RAIL  
STORAGE FOR HOUSEHOLD GOODS AND MERCHANDISE  
(CITY-WIDE SERVICE)

EMPIRE WAREHOUSES, Inc.  
General Offices: 5153 Cottage Grove Ave., CHICAGO-ILLINOIS

## CHICAGO, ILL.

Member A. W. A.

### COMPLETE WAREHOUSING AND DISTRIBUTING SERVICE



### GRISWOLD-WALKER-BATEMAN COMPANY

1525 Newberry Ave.

Chicago

Modern buildings strategically located. Direct trackage connections with C&NW, B&O, Soo Line, PM, CGW, and B&OCT (belt line connecting all RRs.). Trap car reshipping. Motor truck deliveries. Long distance motor transportation. Guardite fumigation protection. U. S. Customs Bond. Office facilities.

Details of this complete service are described in a booklet "The Way to Distribution"—Write for your copy.

## CHICAGO, ILL.

RALPH J. WOOD, Pres.

MORRISON C. WOOD, Pres.

For Shipments to the South Side's Finest Residential Districts

CONSIGN TO

### The Lincoln Warehouse Corporation

Main Office and Warehouse—4259 Drexel Boulevard

"43 Years of Distinctive Service"

Personal attention of executives to customers. Collections promptly remitted.  
Member N.F.W.A.

## CHICAGO, ILL.

"Chicago's Leading Warehouse"

### SENG WATERWAY WAREHOUSE CO.

Complete water, rail and truck terminal, facilities with a "loop" location. Concrete dock for ocean, lake and river vessels—25 car siding capacity—own fleet of 69 trucks. Economical reshipping—tunnel—lighterage.

## CHICAGO, ILL.

Service that meets today's distribution needs—backed by more than 25 years experience.

## RAILWAY TERMINAL &amp; WAREHOUSE CO.

444 West Grand Avenue, Chicago, Illinois  
ONTARIO WAREHOUSE CO., 425 WEST ONTARIO STREET

Two warehouses close to the Loop • Direct railroad connections • Office and warehouse space to rent • U. S. Customs Bonded Storage • Loans on standard merchandise • Low in-

surance rates • Direct tunnel service • Special facilities for the storage of wines.

• • •  
Write for information on services to meet your individual needs.

## CHICAGO, ILL.

## Soo Terminal Warehouses

519 W. Roosevelt Road

(Near Loop)

## Merchandise Storage—Pool Car Distribution

Less Carloads To and From All Trunk Lines,  
North Shore Electric and Aurora and Elgin Elec., and Their  
Connections Handled Without Cartage Charges.  
Cool Temperatures—Candy Stored All Year

Ground Floor Warehouse Spaces With or Without  
Offices for Rent—Fireproof—Trackage

(Continued from page 67)

with four great highway bridges. A "valley" in Pennsylvania now means nothing, and a boy without giving the matter a thought will go to a dance of an evening where his father could get only once or twice in a lifetime. Great smooth pavements now glide up and over mountains such as no railroad ever could afford to tunnel. In former days, and this means only ten or fifteen years ago, in order to reach the capital city of Kentucky it was necessary "either to swim a river, climb a mountain or go through tunnel"; today, both passenger and truck vehicles swarm into Frankfort over several approaches.

It is the same the country over. The motor truck moves without regard to rivers or mountains. It stands "unshackled of topography," as someone has stated the condition.

This fact is brimful of meaning to a traffic or sales manager. It means that the railroad, as a controlling factor in trade, has disappeared so far as deliveries are concerned. The rails will still dictate for heavy tonnages and for bulk movements; but for the smaller lot of an ordinary sale, either wholesale or retail, the truck is master.

This fact, more specifically, accounts for the fast shifting of all distribution of goods. The map of yesterday is no longer of great value for the business of today. Unless a traffic manager wishes his distribution to be stranded in high costs, he must be on the lookout.

## The Pittsburgh Area

To illustrate the point, examine the Pittsburgh area (Map No. 3) (and, to anticipate criticism, let me explain that the United States offers more than a hundred similar examples, and Canada more than twenty; Pittsburgh, for this purpose, is a "laboratory sample" and nothing more).

On Map No. 3, the Pittsburgh trading area, as mapped in 1928 or 1929 by the Government, is shown shaded.

A traffic man will at once see the reason for those earlier boundaries—railroad lines; local freight rates for transshipment out of Pittsburgh but only so far as rates from other centers would overlap; and, strongly established, "habit."

Even before 1928, as well we know, the motor truck was biting into the fringes of this territory. Trucking from Pittsburgh as a center, was breaking down the barriers which stopped the railroads. Each concrete road up and over one of those hills brought some mining village closer to the big city—closer in time, closer in cost, closer in convenience. Gradually the jobbing houses up toward Erie and Warren to the north, and "down river" toward Zanesville and Wheeling to the south, felt more keenly than ever the competition of Pittsburgh wholesalers.

The reason was always the same: "easier to get into Pittsburgh than ever before; they have bigger stocks; they deliver next morning, same as the local jobber." The old, old story of convenience.

But why expand the story? Yet it is one we sometimes forget, in our distribution of goods. The motor vehicle does not suffer from the old-time shackles of river and mountain. It can go anywhere. And—it does.

Which means that trade goes with it—and the marketing map is shifting from year to year.

Returning, in thought, to Pittsburgh. In 1929, to the north of the Pittsburgh trading area were Erie and Youngstown areas, centering about those two cities; to the east were areas about Johnstown and Altoona; to the south, those of Cumberland, Wheeling, Parkersburg, Ashland, and Charleston; and toward the west, over in

(Continued on page 71)

## CHICAGO, ILL.

TOOKER STORAGE and  
FORWARDING CO.

(Estab. 1903)

STORAGE CARTAGE RESHIPPING LOANS  
LOCATED IN THE CENTER OF DISTRIBUTION  
FINEST RAILROAD FACILITIES  
LOWEST INSURANCE RATES  
GENERAL OFFICES: 3615 IRON ST.

New York

CHICAGO, ILL.

Los Angeles

## CHICAGO, ILL.

Merchandise Storage and Distributors

## WAKEM &amp; McLAUGHLIN, Inc.

Estd. 1886

MAIN OFFICE—225 E. ILLINOIS ST., CHICAGO  
U. S. Internal Revenue Bonded Warehouse  
U. S. Customs Bonded Warehouse

## ADVANCES MADE

Our ample financial resources enable you to negotiate  
loans right in our office.

Prompt Delivery and Best of Service.

## CHICAGO, ILL.

## WERNER BROS. KENNELLY CO.



M. H. KENNELLY, President

Your Chicago Shipments given preferred attention. Pool cars handled on our own switch track.

Consign C. M. St. Paul & P. R. R. . . .  
Wilson Ave. Branch.

CONTAINER SHIPMENTS  
SOLICITED

## Warehouses Conveniently Located

2815 Broadway  
4917 Broadway  
7618 N. Paulina St.  
4615 Clifton Ave.

PARK BRANCH  
1750 N. Clark St.  
Opposite Lincoln Park  
TRAFFIC DEPT.  
3133 N. Halsted St.

MAIN OFFICE:

2815 BROADWAY, CHICAGO, ILLINOIS

ESTABLISH  
YOUR CHICAGO BRANCH

In the modern building of Western Warehouse. No matter what facilities you require, you will find it more economical and satisfactory to take advantage of Western's unusual service.

Located on the edge of Chicago's famous Loop and only one block from the mammoth new Post Office, Western Warehouse is in the heart of all business activity. Write for complete information.



## DANVILLE, ILL.

C. B. Hall, Pres. M. P. Hall, Sec. &amp; Treas.

## DANVILLE TRANSFER &amp; STORAGE CO.

The only fireproof warehouse in Danville. Storage for household goods and merchandise distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

## Low Insurance Rate

Danville is the breaking point of Eastern and Western Classification of freight rates, making a most convenient point for the distributing or storage of carloads. American Warehouse Association.

Members National Furniture Warehousemen's Association.

Members Illinois Furniture Warehousemen's Association.

## DECATUR, ILL.

## Decatur Warehouse Company

(Shumate Transfer)  
20-30 INDUSTRY COURT  
TRANSFER—STORAGE

MOVING—PACKING—DISTRIBUTION

BONDED :: LICENSED :: INSURED CARRIERS

## DECATUR, ILL.

SINCE 1892

**HAMMAN**  
BROS.  
TRANSFER & STORAGE CO.

Office: 601 E. WILLIAM ST.

Decatur's pool car distributors. Spot stock storage deliveries. Merchandise and Household Goods Storage. Private siding and free switching WITH PROTECTION IN THE ONLY FIREPROOF WAREHOUSE IN THE CITY. Lowest fire insurance rates. Pick up and delivery service maintained via our freight terminal.

## JOLIET, ILL.

Telephones 501 and 502

## Joliet Warehouse and Transfer Company

Joliet, Illinois

## MERCHANDISE STORAGE AND DISTRIBUTION

Best distributing point in Middle West. Located on five Trunk Lines and Outer Belt which connects with every road entering Chicago. No switching charges. Chicago freight rates apply.

## PEORIA, ILL.

**All Points of the Compass**



Peoria is the logical center of distribution for Illinois. We will be pleased to explain our service and facilities.

*Our Dependability Your Assurance of Satisfaction*

Member of A. W. A.

FEDERAL WAREHOUSE CO  
Adams and Oak

## PEORIA, ILL.

**NATIONAL  
WAREHOUSE  
CO.**

1323 SO. WASHINGTON ST.

- Merchandise Storage
- Pool Car Distribution
- Private Siding
- Low Insurance Rate
- Fireproof Building Construction
- 15 Years' Warehousing Experience

## ROCKFORD, ILL.

## BARTLETT WAREHOUSE

TRACKAGE—

—FREE SWITCHING

SPARKLING SERVICE

506-514 Cedar St.

Phone Main 134

## ROCK ISLAND, ILL.

## THE CENTER OF THE QUAD-CITIES

## MOTOR FREIGHT SERVICE IN ALL DIRECTIONS

FEDERAL BARGE LINE TERMINAL

C. B. &amp; Q. SIDING—FREE SWITCHING

## ROCK ISLAND TRANSFER &amp; STORAGE CO.

Member of A. W. A.—N. F. W. A.

## EVANSVILLE, IND.

"Where waterway-railway-highway meet"

## MEAD JOHNSON TERMINAL CORPORATION

## Combination River-Rail Truck Terminal &amp; Warehouse



90,000 sq. ft. floor space on one floor. Served by two railroads—C. & E. I. and L. & N. Reciprocal switching to all Evansville industries. Fireproof; Sprinkler system; Thermosytatically heated; Lowest insurance. Ideal trucking facilities. Store door service. Merchandise storage. Pool car distribution. Served by American Barge Line, Mississippi Valley Barge Line and Independent Tows.

EVERYTHING NEW—STRICTLY MODERN

## EVANSVILLE, IND.

Pres., Treas., Mgr. & Oper. Exec.,  
OMER A. REINHART  
Sec., H. P. DIES

Terminal Warehouse Company, Inc.  
915 Main St. Evansville, Ind.

Merchandise Warehouse, 10,000 square feet, concrete, private siding on I.C.

Distribution of Pool Cars

## FORT WAYNE, IND.

**FORT WAYNE [ WITH MIGHT AND MAIN ]**  
FORT WAYNE STORAGE CO. THE SAME

FIREPROOF AND NON-FIREPROOF BUILDINGS.  
Pittsburgh, Fort Wayne & Chicago R. R.; Grand Rapids & Indiana R. R.; Wabash R. R.—Private Sidings—Pool Car Distribution

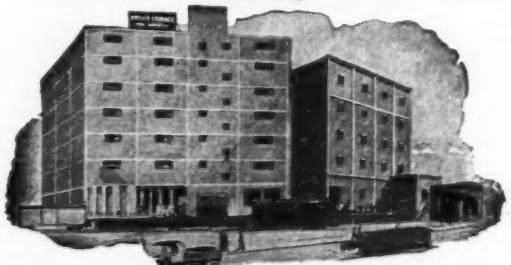
## FORT WAYNE, IND.

## PETTIT'S STORAGE WAREHOUSE CO.

## "FIREPROOF" BUILDINGS

## STORAGE, TRANSFER, DISTRIBUTION

Located in Center of Business District  
We have our own truck line and are equipped to make prompt deliveries  
Private siding



## HAMMOND, IND.

Members N.F.W.A., Allied Van Lines

## JOHNSON Transfer and Fireproof Warehouse

MERCHANDISE AND HOUSEHOLD GOODS STORAGE

WAREHOUSE and OFFICE: 405 Douglas St.

(Continued from page 68)

Ohio, the Zanesville and Columbus areas. Up toward the northwest, too, was the larger Cleveland area.

Today, six years later, the motor vehicle has seriously changed this map. Examine again, if you will, our Map No. 3 which shows the Pittsburgh marketing area approximately as it exists in 1936. The darker portion, solid black, demarks the zone as explained in our foregoing text. The outlying portions have come within the Pittsburgh influence more and more, during this very short span of six years, and for only one reason: the motor car.

I do not mean to state—for it would be wide of the facts—that all jobbing and all warehousing (merchandise and cold-storage) have ceased at these outlying points. Far from it: both go on, and neither will ever disappear altogether. Yet I do venture to emphasize this fact—namely, that more and more distribution of goods proceeds from Pittsburgh and less volume is handled from the lesser centers. Instead of the old saying that "the rich grow richer and the poor poorer," it seems to be that "the big get bigger and the small shrink tinier."

The motor truck is shifting the map.

#### Arranging Territories

An interesting proof may be found in the Table, printed with this text, to show how 25 companies map their sales territories. By permission of the compilers we have made up this Table from publications of the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, and from a recent issue of *Sales Management*. The twenty-five companies furnished information as to their method of laying off sales territories, in the final months of 1935, under such headings as:

1. Railroad maps.
2. Automobile routes.
3. Location of warehouse stocks.
4. Trading area of jobbers.
5. Previous sales volume.
6. Number of customers in area.
7. Potential market for our goods as measured by some form of "Index."
8. Volume of sales required to be profitable.

For our present purpose, Columns 1 and 2 of the Table are highly illuminating. "Railroad maps"—2 of the 25 use them! What, do you guess, would have been their replies twelve years ago? Probably 25 out of 25! "Automobile maps"—here we get 11 of the 25. How many would there have been a dozen years ago? You know the answer: the question would not even have been asked.

Another proof that the automobile is shifting the map of marketing is at hand for anyone who questions our statement.

Take an hour or two and make a study of jobbing.

Adopt any method you find conveniently at hand to study the volume of jobbers' business. Compare the listings of jobber from year to year in any trade directory you wish. You will find that the number of jobbers, who carry stocks, is growing less. You will discover, if you go to the right sources, that volume in tonnage and in dollars is slipping.

Or, as a double check, look at warehousing in the same cities. In Pittsburgh, at the present time, are, so I am told, three public warehouses filled to "100% occupancy"—two for merchandise and one for cold storage. At least one Pittsburgh warehouse has been known to refuse goods, of recent months, because it was "full up." Then, examine warehousing in the other cities, formerly separate trading areas but now slowly merging into the Greater Pittsburgh Area. You will learn that one ware-

(Concluded on page 72)

## INDIANAPOLIS, IND.

"Coburn Service for Efficiency"

**HENRY COBURN**  
**STORAGE and WAREHOUSE CO.**  
**Merchandise Storage, Distribution, Trucking**  
Leased Space—Offices—Low Insurance  
Loans on Receipts

## INDIANAPOLIS, IND.

**Indianapolis Warehouse and Storage Co.**  
330 West New York St. Indianapolis, Ind.

Merchandise Warehouse, Brick, Sprinklered, 80,000 Square feet, private siding C.C.C. & St. L. Pool Car Distribution. Lease Space. Office Space.

Member of A.W.A. - Ind. W. A. - Associated Warehouses, Inc.

## INDIANAPOLIS, IND.

**Strohm Warehouse & Cartage Company**  
230 W. McCarty St. Telephone RI. 5513

General Merchandise Cold Storage. Pool Car Distribution and Checking Out. All Merchandise on Check Out Cars Placed on Platform Ready for Delivery.

CCC & St. L. R.R. Modern Truck Equipment.

## INDIANAPOLIS, IND.



## TERRE HAUTE, IND.

**DISTRIBUTORS TERMINAL CORPORATION**

Private R.R. Track Capacity 21 Cars connecting with all Lines. Merchandise Storage and Distribution a Specialty  
Pool Cars Solicited

Motor Trucks for Store Door Delivery. Our clients do the selling—We do the rest. U. S. Licensed and Bonded Canned Foods Warehouse License No. 12-4.

## CEDAR RAPIDS, IOWA

**CEDAR RAPIDS TRANSFER & STORAGE CO.**

Fireproof Warehouse  
All Modern Facilities for Efficient Warehousing  
and Distribution of Mdse. and H. H. Gds.

**MOTOR FREIGHT TERMINAL**

For Reputable Freight Lines  
Daily Service in Every Direction  
Free Switching from All Railroads Entering CEDAR RAPIDS  
Special Warehouse for Farm Machinery and Heavy Equipment

## DAVENPORT, IOWA

Including Rock Island and Moline, Ill.

**Ewert & Richter Express & Storage Co.**

Fireproof Warehouse, on Trackage—in the Business and Shipping District of Davenport.

Pool car distribution—Mdse. & H.H.G. with motor truck service—direct from our Combined Rail and Truck Terminal.

A.W.A.—N.F.W.A. Phone Ken. 843

## DES MOINES, IOWA

BLUE LINE STORAGE CO.  
200-226 - Elm - Des Moines, Ia.

Merchandise and Household Goods Storage  
Private Siding—Free switch from any R.R. entering  
Des Moines

Members: A.W.A.—N.F.W.A.—I.W.A.—M.O.W.A.

## DES MOINES, IOWA

Fire  
Proof  
Ware-  
house

MERCHANTS  
TRANSFER & STORAGE CO.

Member American Chain of Warehouses  
9th  
&  
Mulberry

TRY OUR SUPERIOR SERVICE  
40 years' warehousing nationally known accounts  
gives you Guaranteed Service  
Daily reports of shipments and attention to  
every detail.

## DES MOINES, IOWA

ESTABLISHED 1880

White Line Transfer & Storage Co.  
120 So. FIFTH AVE. DES MOINES, IOWA  
Moving: Shipping, Consolidators and Forwarders  
Fireproof and Non-Fireproof Storage of  
AUTOMOBILES, INFLAMMABLES, HOUSEHOLD GOODS  
MERCANDISE (All Kinds)  
Private Siding—Free Switching to and From All Lines Entering Des Moines  
(Lowest Insurance)  
Member: A. W. A., May. W. A., Ia. W. A., Mo. W. A.



## 25 MOTOR FREIGHT LINES

with overnight service within a radius  
of 100 miles

- MERCHANT-  
DISE STOR-  
AGE
- POOL CAR  
DISTRIBU-  
TION
- PRIVATE  
RAIL  
SIDING
- 

## MASON CITY WAREHOUSE CORPORATION

MASON CITY, IOWA

## WATERLOO, IOWA

## IOWA WAREHOUSE CO.

Fireproof Warehouse

Motor Truck Service

Distributing and Warehousing All Classes of  
Merchandise, Household Goods and Automobiles

(Concluded from page 71)

house, formerly very important, has leased its entire building to a printing plant; others have quietly folded up. Those cities—important in distribution only ten years ago—are fading from the sales manager's map.

Both jobbers and warehousemen are being swallowed up in the hungry maw of the motor truck—led into trouble quite as much by our improved roads as by the cheapness of gasoline transportation.

Yes, the map of distribution is shifting. It is about as unstable as the sand; and a good management better be on guard so as not to be stranded.

*The illustrations in this article by Mr. Haring are reproduced in part from copyrighted maps of Hagstrom Co., American Map Co., Standard Statistics Co., and B. B. D. & O., with permissions from the copyright owners.*

Dismissal of Complaint  
Asked in Encinal Case

(*Washington Correspondence*): The California Packing Corporation of San Francisco, parent company of the Encinal Terminal, has filed a petition with the Federal Trade Commission to dismiss the complaint that it is guilty of unfair business competition.

The petition contends that the Commission has no power of jurisdiction over its business conduct in the operation of its terminal in San Francisco, and that such jurisdiction is vested exclusively in the Shipping Board by terms of the Shipping Act.

The California Packing Corporation was charged last October with restraint in business competition, and alleged to be guilty of forcing those firms doing business with the company to use its Encinal terminal in San Francisco on reciprocal business basis, to the detriment of other port terminals and warehouses, which brought the complaint action.

The parent company is one of the largest packers and distributors of dried fruits and vegetables. Through its subsidiaries, including Pacific Industries, Ltd., and the Alaska Packers Association, the FTC claimed that it forced those firms which did business with the CalPak group to use the Encinal terminals or else suffer loss of reduction or discontinuance of purchases.

A hearing before an FTC examiner had been scheduled in San Francisco on Feb. 17 but was postponed indefinitely in view of the motion to dismiss.

The Commission's legal division will file a counter petition and then the FTC will then decide whether, in view of the arguments presented, to take action on the petition.—(Edwin Hartrich.)

Yellow Cab Co., Wichita,  
Is an N.F.W.A. Member

The Yellow Cab Transfer & Storage Company, Wichita, Kansas, is a member of the National Furniture Warehousemen's Association and should have received the "NFWA" symbol in the 1936 Warehouse Directory (January) issue listing of the company, on page 148.

Through an error in transcribing the information on the firm's Directory questionnaire, information was published to the effect that Yellow Cab is a member of the Mayflower Warehousemen's Association.

Directory owners accordingly should eliminate the "MayWA" symbol and substitute NFWA therefor.

Also should be eliminated the symbol "Ae" (Aero Mayflower Transit Company, affiliated with the Mayflower warehousing organization).

HUTCHINSON, KANSAS

Aero Mayflower—A. W. A.

**CODY**

Transfer & Storage Co.

Fireproof Warehouse—Merchandise and Household Goods  
Private siding — Free switching — Pool car distribution

KANSAS CITY, KANSAS

**GRANDVIEW CLUB TRANSFER & STORAGE CO.**

*Modern distribution and warehousing service*  
Merchandise and household goods.  
Reinforced concrete buildings. Private siding.  
Free switching to and from all lines.  
75,000 sq. ft. modern storage.

KANSAS CITY, KANSAS

**Inter-State Transfer and Storage Company**

**FIREPROOF WAREHOUSE**

Packing, Moving, Storing and Shipping  
738-740 Armstrong

L. J. CANFIELD, Proprietor

Telephone Drexel 5430

PARSONS, KANSAS

**PARSONS COLD STORAGE COMPANY**

COLD STORAGE AND MERCHANDISE WAREHOUSING  
POOL CAR AND SPOT STOCK DISTRIBUTION  
MOTOR FREIGHT TERMINAL  
QUICK SERVICE AND REASONABLE RATES  
PRIVATE SIDING AND FREE SWITCHING

2015-2031 Gabriel

Phone 352

TOPEKA, KANSAS

E. H. White, Pres. & Tres. E. F. Dean, Vice-Pres. A. G. Durall, Sec.  
**TOPEKA TRANSFER and STORAGE Co., Inc.**

Established 1880

N.F.W.A.

**Fireproof Warehouses for Merchandise & Household Goods**  
TWICE DAILY TRUCK SERVICE TOPEKA-KANSAS CITY  
CITY-WIDE DELIVERY SERVICE  
Private Switch Connections AT & SF, C.R. & P., U.P. and M.P.  
Member of American Chain of Warehouses

WICHITA, KANSAS

*A Modern Distribution and  
Warehousing Service*

**Brokers Office & Warehouse Co.**

Murray E. Cuykendall, Gen. Mgr.

**WHAT IT MEANS TO YOU**

Not something for nothing, but doing what you want  
done intelligently, economically and promptly.

**AT YOUR SERVICE**

WICHITA, KANSAS

Write or Wire

**Cassell**  
TRANSFER & STORAGE CO.

WICHITA, KANSAS  
Fireproof Storage and Sprinkler System



WICHITA, KANSAS



LEXINGTON, KY.

**THE UNION  
TRANSFER and STORAGE  
COMPANY, Inc.**  
**THREE LARGE  
WAREHOUSES**

Fireproof and Non Fireproof. Centrally Located.  
Warehouses on Private Sidings. Free Switching Charges.  
DISTRIBUTION OF POOL CARS A SPECIALTY  
MERCHANDISE AND HOUSEHOLD GOODS  
WE FURNISH MOTOR TRUCKS AND TEAM SERVICE  
Member American Chain of Warehouses

LOUISVILLE, KY.

EMANUEL LEVI, Pres.

W. L. STODGHILL, Gen. Mgr.

**FIREPROOF STORAGE COMPANY, Inc.**

308 W. LIBERTY ST.

MODERN FIREPROOF H. H. GOODS DEPOSITORY  
MOVE—PACK—SHIP

Member: Mayflower Warehousesmen's Association

LOUISVILLE, KY.

**Most Up-To-Date Warehouse and Motor  
Truck Terminal in the South!**

Our Service Is Our Sales Force  
With a trained personnel and finest facilities for rendering distribution service second to none.

ASK YOUR CUSTOMERS HERE.

CHESTER BELL, Gen. Mgr.

**KENTUCKY TERMINAL WAREHOUSE & STORAGE CO.**  
1301-1317 W. Main St. Louisville, Ky.

LOUISVILLE, KY.

**LAMPPIN WAREHOUSE COMPANY**  
1409 Maple St., Louisville, Ky.

Merchandise Warehouse 50,000 square feet,  
Mill Construction, Sprinklered, private  
siding P.R.R. Distribution of pool cars.

LOUISVILLE, KY.

**Louisville Public Warehouse Company**  
25 WAREHOUSES \$750,000 CAPITAL

Louisville Member  
AMERICAN CHAIN—DISTRIBUTION SERVICE, INC.  
Gen'l Mds. — H. H. Goods

LOUISVILLE, KY.

**Ninth Street Public Warehouse**

Warehousing in all its Branches  
Also Operators of  
Liberty U. S. Tobacco Bonded Warehouses  
Sprinklered Buildings—Most Centrally Located with Rail and  
Truck Sidings.

MAIN AT NINTH

## LOUISIANA

## DIRECTORY OF WAREHOUSES

Distribution and Warehousing  
March, 1936

## ALEXANDRIA, LA.

**ALEXANDRIA IN THE HEART OF LOUISIANA**  
 Bonded Brick & Concrete Warehouse. Stor-  
 ing, Packing. Pool Car Distribution. Agents  
 Aero Mayflower Transit Co. Private Sidings  
 L. & A. S., P. & R. I. Ry.

**Carnahan's Transfer & Storage**  
 Member of A.W.A.-May W.A.S.W.A.



## BATON ROUGE, LA.

**COMPLETE MERCHANDISE  
STORAGE AND DISTRIBUTION SERVICE**

Largest local Merchandise Warehousing Facilities, operated in direct conjunction with Our Own River-Rail Terminal. Free Switching by all rail- and water-carriers. Rail Sliding Eighteen cars capacity. Lowest local insurance rates. State bonded. "EFFICIENT—SAFE—ECONOMICAL SERVICE"

**MUNICIPAL WAREHOUSES—BATON ROUGE, LA.**  
 MANAGED AND OPERATED BY PORT OF BATON ROUGE

## NEW ORLEANS, LA.

R. W. DIETRICH, President

**Importers' Bonded Warehouse**  
 (Member of A.W.A.)

and

**Bienville Warehouses Corporation, Inc.**  
 (Member of A.C.W.)  
 Office, 340 Bienville St.

NEW ORLEANS, LA.

Complete Warehousing and Distribution Service for New Orleans and its territory. 200,000 square feet of storage space with track room for 30 cars at one placement. Licensed by and bonded to the State of Louisiana and the U. S. Government.

New York Representative  
 MR. J. W. TERREFORTE  
 250 Park Avenue  
 Telephone: Plaza 3-1235

Chicago Representative  
 MR. W. H. EDDY  
 53 W. Jackson Blvd.  
 Telephone: Harrison 1496

## NEW ORLEANS, LA.

**Commercial Terminal  
Warehouse Company**  
 INCORPORATED**Modern Merchandise Warehouses**

A dependable agency for the distribution of merchandise and manufactured products.

Storage Cartage Forwarding Distributing  
 Bean Cleaning and Grading Fumigating

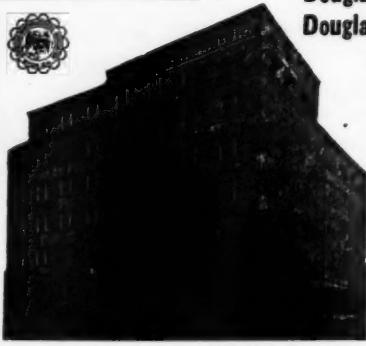
Office 402 No. Peters Street  
 NEW ORLEANS LOUISIANA

## NEW ORLEANS, LA.

**Douglas Shipside Storage &  
Douglas Public Service Corps.**

New Orleans, La.  
 Sprinklered storage—1,050,000 square feet.  
 Mdse. and Furniture.  
 Switch track capacity—60 cars.  
 Nine warehouses convenient to your trade.  
 Loans made against negotiable receipts.  
 Trucking Department operating 55 trucks.  
 Insurance Rates 12c to 22c.

Represented by  
 Distribution  
 Service, Inc.  
 New York Chicago  
 San Francisco



## NEW ORLEANS, LA.

**GALLAGHER**

**TRANSFER AND STORAGE CO., INC.**  
 927-945 Magazine St. *Modern Fireproof Warehouses*

You may depend on us to treat your clients as our own when you call on us to serve them in New Orleans.

Members—N.F.W.A. and A.W.A.

## NEW ORLEANS, LA.

## NEW ORLEANS, LA.

2nd PORT, U. S. A.

All cement warehouses, low insurance, low handling costs. Located on Mississippi River—Shipside connection. Electrical unloading and piling devices provided to eliminate damage in handling.

Excellent switching connections, with all lines entering New Orleans.

INDEPENDENT WHSE. CO., Inc.  
 New Orleans, La.

## NEW ORLEANS, LA.

**PELICAN STORAGE & TRANSFER**  
 201 NORTH FRONT ST.

Complete Warehousing & Distribution Service. Low Insurance . . . . . Switch Track Facilities Motor Freight Terminal . . . . . Fumigation

## NEW ORLEANS, LA.

## —IN ADDITION—



to the excellent facilities we have for Storage, Distribution and Drayage

we secure information, make surveys, investigations and complete confidential reports on any local trade condition in which you may be interested. Write us.

**STANDARD WAREHOUSE CO., INC.**  
 100 Poydras St. New Orleans, La.

## SANDOR, MAINE

**McLAUGHLIN WAREHOUSE CO.**

Established 1875

Incorporated 1918

**General Storage and Distributing**

Rail and Water Connection—Private Siding

Member

Chain of Ware-

houses

American Warehousemen's

Association



National Furniture Ware-

housesmen's Association

## PORTLAND, MAINE

Established 1858

**CHASE TRANSFER CORP.****General Offices 48 COMMERCIAL ST.**

Specialists in Merchandise Pool Car Distribution

Local trucking and Contract Carriers for Maine.  
 Heavy machinery, safes, boilers, stacks, etc.  
 Equipped to haul up to 60 tons.  
 Dock and Terminal facilities.

## BALTIMORE, MD.

For Details See Directory Issue  
 Distribution and Warehousing

**BALTIMORE FIDELITY WAREHOUSE CO.**

T. E. WITTERS, President

Baltimore's Most Modern Merchandise Warehouses  
 Rail and Water Facilities  
 Pool Car Distribution—Storage—Forwarding  
 Private Siding Western Maryland Railway

## How a Warehouse Serves as Avenue of Distribution

(Continued from page 22)

rials, stoves, refrigerators and furniture, automobile supplies, and staple canned goods and groceries.

Trucks can be made acceptable for carrying a return load of miscellaneous merchandise—provision being made at the Stock Yards for washing and disinfecting a truck for a fee of 25 cents. If, however, a mere sweeping out will suffice, the Farm Supply Stores will furnish, free of charge, a large sheet of heavy paraffin paper, which may be spread upon the floor before stocking up for the return trip.

This is but one of the free services offered. Rest rooms are supplied for truckers who wish to take advantage of a few hours of sleep while the trucks are being loaded, or while waiting for daylight before starting on the homeward run. These rest rooms are equipped with double-deck bunks, strongly made of iron and having springs and mattresses. The trucker usually prefers to use his own blanket. Occasionally a trucker is accompanied by his wife, in which case a private room is provided.

When an order is to be filled, the trucker merely leaves it and gives instructions as to the time he wishes to be called. Sometimes, particularly when a farmer is doing his own hauling, cases of eggs and live poultry are brought in along with the live stock, to be sold through the regular channels. As the market for these is a considerable distance from the Stock Yards, provision has been made, in order to save the farmer time and trouble, to take these off his hands, provided he leaves them before ten in the morning. They are then transmitted to Brink and Sons, a commission house, which pays the market price less the standard commission and mails a check the same day. No charge is made for this service.

Local retail dealers in the rural sections have found the United Farm Supply Stores a great convenience. By giving the stock trucker a written order of merchandise wanted in the afternoon, the goods will be delivered at the store door the following day. Time is thus saved, and money too, because the stock trucker can haul these return loads at a fractional cost of that charged by railroads or ordinary trucking concerns.

When this project was first considered, it was looked upon with much skepticism by manufacturers when approached with the proposition of stocking their commodities. Today, after several years of operation, during which period the business of the United Farm Supply Stores has increased steadily, it is not to be wondered at that firms which were formerly doubtful are now anxious to stock their merchandise, as it offers a low-cost method of distribution, whether sold through the retail stores or direct to the consumer. In passing it may be mentioned that some of the commodities handled are sold to the trade only.

Considering all existing conditions, it can now be seen why the place must be ready to serve its patrons in the wee sma' hours of the mornin'; and why this outlet, in order to be as accessible as possible to its clientele, had to be located within easy reach of the Stock Yards, which extend from Exchange Avenue to Forty-seventh Street between Halsted Street and Ashland Avenue. Happily a building was procured on the South side of Forty-third Street and Damen Avenue, less than one-half mile from the Ashland Avenue entrance of the Yards. This building is a five-story-and-basement, fire-proof, concrete-and-brick structure with 150,000 square feet of space. There

(Concluded on page 76)

### BALTIMORE, MD.

THOMAS H. VICKERY, President  
E. E. BACHMANN, Sec'y and Mgr.

INCORPORATED 1905

## BALTIMORE STORAGE CO.

N.W. Cor. Charles and 26th Sts.

### MODERN FIREPROOF WAREHOUSE



EVERY FACILITY FOR THE HANDLING OF  
YOUR SHIPMENTS

Exclusive Agents Maryland and Vicinity  
for

AERO MAYFLOWER TRANSIT CO.  
VANS COAST TO COAST CANADA AND MEXICO

### BALTIMORE, MD.

### CAMDEN WAREHOUSES

Operating Terminal Warehouses on Tracks of  
The Baltimore & Ohio Railroad Co.

Storage—Distribution—Forwarding  
Tobacco Inspection and Export—Low Insurance Rates  
Consign Via Baltimore & Ohio Railroad

### BALTIMORE, MD.

Main Office: 400 Key Highway Established 1896  
Branch Offices: N. Y., Wash., Phila., Norfolk

## DAVIDSON TRANSFER AND STORAGE CO.

Offering the most complete Moving, Hauling and Freight Service in Baltimore  
Handling Distribution of Nationally Known Products for 38 Years  
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily  
"U. S. Customs Bonded Drayman"  
Member of N.F.W.A.—A.V.L.—Md.F.W.A.

### BALTIMORE, MD.

## FIDELITY

### STORAGE CO.

2104-6-8 MARYLAND AVE.

Your Clients Efficiently Served  
All Collections Promptly Remitted

### MOTOR FREIGHT SERVICE

Household Goods Pool Car Distribution Merchandise  
Maryland Furniture Warehouses' Association  
National Furniture Warehouses' Association

### Baltimore's Modern Fireproof Warehouse

MARTIN J. REILLY, PRES.

A. BERNARD HEINE VICE-PRES.

### BALTIMORE, MD.

## McCORMICK

### WAREHOUSE COMPANY

LIGHT AND BARRY  
STREETS

### BALTIMORE, MD.

Concrete sprinklered warehouse centrally located.  
Private siding handling CL shipments via B&O,  
WM R.R. and PENN R.R. Low storage and  
insurance rates. Negotiable receipts issued.  
Pool car distribution. Motor truck service.  
Baltimore Port rates on CL via M & M T Co.  
from New England.

## BALTIMORE, MD.

First Class Facilities for First Class Service  
**RUKERT TERMINALS CORPORATION**  
 1409-17 THAMES STREET BALTIMORE, MARYLAND  
**8 MAJOR SERVICES CO-ORDINATED**—Stevedoring . . . Cargo superintendence . . . Weighing and sampling . . . Custom house brokerage . . . Forwarding . . . Warehousing . . . Poolcar distribution . . . Financing.

## BALTIMORE, MD.

\* AN ASSOCIATED

W  
A  
R  
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S  
E**Terminal Warehouse Co.**Operating four Modern Warehouses on tracks of  
Pennsylvania Railroad Company.

**Trucking** **Storage**  
**Pool Car Distribution** **Bonded Space**  
**Financing**

Founded  
1893Resources  
\$750,000

## BOSTON, MASS.

**BANKERS**  
**WAREHOUSE COMPANY**

General Offices: 24-32 Farnsworth Street

GENERAL MERCHANDISE

Free and Bonded Storage  
N. Y., N. H. & H. Private SidingPool Car Distribution  
Member Mass. W. A.

## BOSTON, MASS.

**CLARK-REID Co., INC.**

GEO. E. MARTIN, President

GREATER **BOSTON** SERVICE  
HOUSEHOLD GOODS STORAGE—PACKING—SHIPPING

OFFICES { 380 Green St., Cambridge  
83 Charles St., Boston

Mass. W. A. Conn. W. A. N. F. W. A. A. V. L.

## BOSTON, MASS.

**CONGRESS STORES, INC.**

38 STILLINGS ST.

PERSONAL SERVICE GENERAL CENTRAL LOCATION  
MERCHANDISE STORAGE

Pool Car Distribution

Sidings on N. Y., N. H. &amp; H. R. R.

Protected By  
A.D.T. ServiceMember  
Mass. Warehousemen's Assn.

(Concluded from page 75)

are switch-track facilities for thirty cars, as well as 100 feet of covered truck dockage. For future expansion there remain 60,000 feet of vacant property adjacent.

So advantageous has this method of distribution proven that one nationally-known firm, after giving this method a trial, decided to concentrate at this point, thereby doing away with stocks formerly held at six different points within the Chicago area.

Crisher Requests Shipping Board  
to Stop Excess Free Storage at  
Terminals of the Water Carriers

(Washington Correspondence): The practice of water carriers in allowing excess or free storage time at their port terminals above the allotted time for pick-up by consignees is, in effect, "commercial warehousing," declares the brief filed by the American Warehousemen's Association with the United States Shipping Board Bureau.

Attorney A. Lane Crisher, counsel for the merchandise division of the A.W.A., makes this his major premise in the brief filed in the Shipping Board examination of the free storage practices of shipping lines. Hearings on the evidence have been concluded, with the last of two sessions held December 4-6. Various parties involved are now filing briefs, prior to the writing of the Examiner's report, expected within two months.

This investigation by the Shipping Board covers the activities of the ship lines at their Atlantic ports. As a result of the growing practice of allowing consignments of freight to be stored beyond the five-day pick-up limit without charge, the Federal Government felt it necessary to step in and correct this situation.

Attorney Crisher argues in his brief that such "commercial storage" as practiced by the water carriers, in the nature of concessions to large shippers, is a violation of the Shipping Act of 1916; and that it is discrimination against legitimate warehousemen—both those engaged in business in the ports affected and those in the interior.

He goes on to declare that the Shipping Board should enforce just and reasonable regulation for the time necessary to pick up freight imported at the Port of New York, and that the reasonable time for this operation should be five days. In the event the consignee should not take delivery of his shipment within the five-day period, such shipments should be removed from the piers and placed in commercial storage, he further recommended to the Shipping Board.

Mr. Crisher also pointed out in his brief by means of the testimony of witnesses for the water carriers that the use of pier or dock space is about twice as costly as commercial warehouse space.

"The holding of goods for an unlimited time and without charge after the discharge of a vessel, and having no requirement for prompt delivery of the freight, is simply furnishing merchandising service in addition to the transportation service. Further, it is the furnishing of warehouse and commercial storage service without charge," he stated in his brief.—(Edwin Hartrich.)

State Senator Stout of New Jersey introduced in the New Jersey State Legislature in February a bill designed to meet the wishes of the public storage industry. The measure would forbid any steamship company to permit free storage of freight on its wharves and would require that the goods be placed in warehouses.

Warehousemen say they have heavy taxes to pay, and large expenses, and claim they will not be able to stay in business long, according to Senator Stout, if they are to be deprived of legitimate business through free storage competition by steamship interests.

BOSTON, MASS.

Established 1896  
PACKING MOVING  
**D.W. DUNN CO.**  
STORING SHIPPING  
COMPLETE WAREHOUSING FACILITIES  
CONTAINER SERVICE  
46 Bromfield St., Member Mass. W.A. May, W.A. 3175 Washington St.

BOSTON, MASS.

FEDERAL WAREHOUSE, INC.

34-38 MIDWAY ST., BOSTON, MASS.

Storage Capacity, 100,000 Sq. Ft.

Low insurance rate, direct track connection N. Y., N. H. & Hartford R. R. General Merchandise. Storage and distribution. Negotiable and Non-negotiable warehouse receipts. Space reserved for merchandise requiring non-freezing temperature.

Pool Car Shipments — Auto Truck Service  
William F. Heavey, President and General Manager  
Member American Warehousemen's Assoc.

BOSTON, MASS.

CHARLES RIVER STORES  
131 Beverly Street  
Boston and Maine R. R.

ALBANY TERMINAL STORES  
137 Kneeland Street  
Boston and Albany R. R.

FRANCIS FITZ WAREHOUSE  
30 Pittsburgh Street  
N. Y., N. H. and H. R. R.

DIVISIONS OF

**FITZ WAREHOUSE  
AND  
DISTRIBUTING CO.**

**GENERAL MERCHANDISE  
STORAGE**

Free and Bonded Space

Pool Car Service

Successors to

FRANCIS FITZ CO. AND THE  
GENERAL STORAGE DIVISION  
OF QUINCY MARKET COLD  
STORAGE AND WAREHOUSE  
CO.

Rail and Motor Truck Deliveries  
to All Points in New England



BOSTON, MASS.

Hoosac Storage and Warehouse Company  
Lechmere Square, East Cambridge, Mass.

FREE AND BONDED STORAGE

Direct Track Connection B. & M. R. R.  
Lechmere Warehouse, East Cambridge, Mass.  
Hoosac Stores, Hoosac Docks, Charlestown, Mass.  
Warren Bridge Warehouse, Charlestown, Mass.

The Men Who Distribute

**American Crayons**

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

BOSTON, MASS.

C. E. Nichols, President  
Frank Drissell, Manager

**MERCHANTS WAREHOUSE CO.  
FISKE WHARF STORES**

453 Commercial St.

SECURITY

FIREPROOF CONSTRUCTION.  
PROPERTY OWNED Without Encumbrance.

AVAILABILITY

PRIVATE SIDING—UNION FREIGHT R. R.  
WATERFRONT LOCATION.  
ADJACENT TO WHOLESALE DISTRICT.  
DRIVEWAYS on Three Sides of Warehouse.

DISTRIBUTION

POOL CAR SERVICE.  
SHIPMENTS FORWARDED to All Points.

140,000 sq. ft. FREE & BONDED Space.

A.W.A. Represented by Am. Chain of Warehouses, Inc.  
250 Park Ave., N. Y. C. 33 W. Jackson Blvd., Chicago

BOSTON, MASS.

**WIGGIN TERMINALS, Inc.**

50 Terminal St.

Boston (29)

Mass.

**STORAGE**

B. & M. R. R.  
Mystic Wharf,  
Boston

N. Y., N. H. & H. R. R.  
E. Street Stores  
South Boston

BOSTON, MASS.

Established 1830

**D. S. WOODBERRY CO.**

P. O. Box 57, North Postal Station, Boston

FORWARDERS & STORAGE

Pool Car Distribution Specialists for New England  
Boston & Maine R. R. Siding

FALL RIVER, MASS.

**Keogh Storage Co.**

BOSTON, MASS.

NEW BEDFORD, MASS.

PROVIDENCE, R. I.

NEWPORT, R. I.

Direct R. R. Siding N. Y., N. H.

Gen. Offices: Fall River, Mass.

Gen. Merchandise Storage  
and Pool Car Distribution  
Local and Long Distance Trucking.

FALL RIVER, MASS.

**Mackenzie & Winslow,  
Inc.**

78 Fourth St.

General Merchandise

STORAGE AND DISTRIBUTION—POOL CAR SHIPMENTS  
DIRECT N. Y., N. H. & H. R. R.—MEMBERS A. W. A.

NEW BEDFORD, MASS.

**600,000 Sq. Ft. FLOOR SPACE**

MODERN BUILDINGS COMBINED  
WITH A COMPLETE SERVICE FOR  
THE STORAGE AND DISTRIBUTION  
OF GENERAL MERCHANDISE.

STORAGE AND INDUSTRIAL SPACE  
FOR RENT OR LEASE

Furniture Storage, Packing & Shipping

**NEW BEDFORD STORAGE WAREHOUSE CO.**  
MAIN OFFICE — 152 FRONT STREET



## PITTSFIELD, MASS.

**T. ROBERTS & SONS, INC.**  
Local and Long Distance Furniture Moving  
Fireproof Storage Warehouses  
Household Goods Storage — Packing — Shipping  
Merchandise Storage and Distribution  
Pool Car Distribution  
DIRECT R.R. SIDING B. & A. R.R. OR ANY R.R.

## SPRINGFIELD, MASS.

**Atlantic States Warehouse  
and Cold Storage  
Corporation**  
385 LIBERTY ST.

General Merchandise and Household Goods Storage  
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats  
and Citrus Fruits  
B. & A. Sidings and N. Y., N. H. & H. R. R. and  
B. & M. R. R.

Member { A. W. A.  
M. W. A.

Daily Trucking Service to  
suburbs and towns within a  
radius of fifty miles.

## SPRINGFIELD, MASS.

E. G. Mooney, Pres. R. C. Reardon, Mgr.

**Hartford Despatch and Warehouse Co.**  
88 Birnie Avenue



STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS, PRIVATE SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT BRIDGEPORT, CONN. AND HARTFORD, CONN.  
Member of A.W.A., N.F.W.A., A.C.W., A.F.L.



## DETROIT, MICH.



**Central Detroit Warehouse**

Located in the heart of the wholesale and jobbing district, within a half-mile of all freight terminals. Modern buildings, lowest insurance rate in city.

**Michigan Terminal Warehouse**  
Wyoming and Brandt Avenues

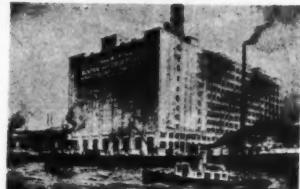
Modern concrete buildings, fully sprinklered, serving the west side of Detroit and the city of Dearborn. Specializing in heavy and light package merchandise and liquid commodities in bulk. Connected directly with every railroad entering the city.

**Central Detroit Warehouse Co.**

Fort and Tenth Streets, Detroit, Mich.  
New York, N. Y.—250 Park Avenue—Room 826  
Chicago, Ill.—55 W. Jackson Blvd.—Room 1010

## DETROIT, MICH.

efficient dependable **WAREHOUSING**



Cold and Merchandise Storage — The only Detroit Warehouse combining direct rail, highway and marine shipping connections.

**DETROIT HARBOR TERMINALS, INC.**  
4461 JEFFERSON AVENUE DETROIT, MICHIGAN  
Eastern Office: 76 Beaver Street, New York City

## DETROIT, MICH.



**GRAND TRUNK RAILWAY TERMINAL  
& COLD STORAGE COMPANY** DETROIT, MICH.

Ferry Ave., E. and Grand Trunk Railway

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New  
Ultra-Modern  
Plant

Trunk Line  
Terminal  
Complete Service

Continent-wide Connections

## DETROIT, MICH.

**Henry & Schram Storage &  
Trucking Company**

"The Warehouse of Service"  
Merchandise Storage—General Trucking  
Car Load Distribution  
Private Siding on

Wabash—Canadian Pacific—Pennsylvania  
Pere Marquette Railways  
Cartage Agents Wabash and Canadian Pacific Railways  
"Your Interests Are Always Ours"  
1941-63 W. Fort Street Detroit, Michigan

## Steel-House Makers Turning to Public Storage

(Continued from page 25)

the units are so contrived that a house may have one or two or three stories. The framing members, the interior and exterior wall panels, the floor and ceiling panels, etc., are standardized and interchangeable. Some manufacturers, in their circulars, go so far as to claim that assembly requires only a screwdriver, pliers and wrench—above the foundation.

Owing to the opposition of which we have spoken, these manufacturers face a troublesome problem in their selling.

The obvious channel to their market would be the building supply dealer, the contractor and the real estate profession. All these, however, are enrolled with the opposition, because a pre-fabricated house cuts down their own chance for profits. Only in rare instances will they handle a building of this sort.

These outlets being closed, the manufacturers must turn elsewhere. Advertising is one tool they plan to use—first, to educate the public to the advantages of pre-fabrication; second, to compel established trade channels to take on the goods. But, until these ends are accomplished, the makers must look elsewhere for their sales. It is for this reason that they are investigating the public warehouse.

A few of them, during 1935, approached warehousemen with a proposal that the warehouse store the material, deliver it to the owner's site when a sale had been made, and then erect the job much as a refrigerator would be installed. The warehouse, in a word, was to set up a department to deliver and erect the house. One maker—possibly others of which I have not learned—had a design of a long truck like those used to deliver automobiles. On this the entire house was to be moved to its location in a single delivery. The truck could have been built and hauled; but, I am told, it would have bogged in trying to turn a corner. There is, of course, no reason for wanting a single delivery.

Other manufacturers are seeking merely a place to store their units for convenience of their own erecting crews, as sales are made.

A number of them have already established warehouse stocks, in anticipation of 1936 volume. Others may come into a warehouseman's correspondence almost any day, as spring approaches, for either temporary or permanent storing and handling.

We have found it impossible to compile a complete list of these manufacturers. Those given below represent principally those house fabricators who use steel or copper as their chief material. They provide at least the beginnings of a trade listing, being furnished us through the leading authority for the steel industries, *Iron Age*.

American Houses, Inc.,  
480 Lexington Ave.,  
New York, N. Y.

Their marketing, until the present time, has been limited to the Northeastern States. Sales are handled through their own sales organization, selling directly to the home owner.

Art Iron & Wire Works,  
Toledo, Ohio.

Entering the market with a steel frame house, welded, which uses 45-50 tons of steel per house.

Berger Mfg. Co.,  
Canton, Ohio.

Using strip steel and metal lath, this company fabri-

(Continued on page 80)

### DETROIT, MICH.

#### John F. Ivory Stge. Co., Inc.

MOVING—PACKING—SHIPPING  
STORAGE—PRIVATE SIDING

6554 Hamilton Ave., Detroit, Mich.

### DETROIT, MICH.

#### JEFFERSON TERMINAL WAREHOUSE

Detroit 1900 E. Jefferson Ave. Michigan

#### MERCHANDISE WAREHOUSING and DISTRIBUTION

Our reinforced concrete building, centrally located, assures very prompt delivery of goods to our patrons' customers. Desirable offices for rent. Quick service on pool cars. Prompt reshipments and city deliveries by our own motor trucks.

### DETROIT, MICH.

EVERY LOAD INSURED

#### UNITED VAN SERVICE DETROIT REPRESENTATIVE OWL MOVING & STORAGE CO.

9400 MACK AVENUE  
TURN YOUR MOVING AND STORAGE PROBLEMS OVER TO OUR EXPERIENCED ORGANIZATION. WE OWN AND OPERATE NEW, MODERN EQUIPMENT WITH ONE RESPONSIBILITY—OUR OWN.

### DETROIT, MICH.

## SERVICE

For complete warehousing  
service in Detroit use and  
depend on U. S.

• • •

United States Warehouse Co.  
1448 WABASH AVENUE  
DETROIT, MICHIGAN

#### UNITED STATES COLD STORAGE CORP. OPERATING

United States Cold Storage & Ice Co., Chicago  
United States Cold Storage Company, Dallas  
United States Warehouse Company, Detroit  
United States Cold Storage Company, Kansas City



## DETROIT, MICH.

*"Located Heart Jobbing District"***RIVERSIDE STORAGE & CARTAGE CO.**

Cass and Congress Sts., Detroit, Mich.

54 Years' Satisfactory Service

**HOUSEHOLD GOODS AND MERCHANDISE STORAGE  
MOVING — PACKING — SHIPPING  
PERSONAL SERVICE GUARANTEED**

Members A. W. A.—N. F. W. A.

## DETROIT, MICH.

**Wolverine Storage Company, Inc.**

11850 E. Jefferson Ave.

**STORAGE and MOVING  
PACKING and SHIPPING**

Members N. F. W. A.

## FLINT, MICH.

**CENTRAL WAREHOUSE CO.**

WATER AND SMITH STS.

**COMPLETE WAREHOUSING SERVICE**

SPRINKLERED RISK G. T. TRACAGE

## GRAND RAPIDS, MICH.

**A COMPLETE WAREHOUSING AND  
DISTRIBUTING SERVICE****COLUMBIAN STORAGE & TRANSFER CO.***Approximately 75% of All Commercial Storage  
in Grand Rapids Handled Thru Columbian*

## LANSING, MICH.

*"Center of Michigan"***FIREPROOF STORAGE CO.**

H. H. HARDY, Manager

**SERVICE—SAFETY—SATISFACTION—GUARANTEED****MOVE—PACK—CRATE—TRANSFER****FIREPROOF WAREHOUSE—PRIVATE SIDING****Merchandise Storage—Pool Car Distribution***Member of A. W. A.*

## LANSING, MICH.

**LANSING STORAGE COMPANY**The only modern fireproof warehouse in  
Lansing exclusively for household storage.**RUG—TRUNK—SILVER VAULTS**

WE KNOW HOW

440 No. Washington Ave.

(Member of Allied Van Lines, Inc.)



## SAGINAW, MICH.

**CENTRAL WAREHOUSE CO.****GENERAL WAREHOUSEMEN AND FORWARDERS****MERCHANDISE DISTRIBUTION****SPRINKLER SYSTEM**

Private Sidings M. C. R. R.

SAGINAW, MICH.

Offices N. Michigan Ave.

## MANKATO, MINN.

**BEN DEIKE***Transfer and Storage**We Guarantee Safety, Security and Satisfaction*

General office, 402-404 Pike St.

Merchandise and Household Goods — Bonded Warehouses  
Long Distance Truck Service—Your Goods Insured in Transit*(Continued from page 79)*

cates a unit system of steel framing. Does not sell a "complete house." Their units permit a house of any size, at about the cost of wood.

Columbian Steel Tank Co.,  
West 12th St.,  
Kansas City, Mo.Shapes and sheets for houses as low in cost as \$1,500.  
Copper Houses, Inc.,  
10 East 40th St.,  
New York, N. Y.

Using Truscon Steel for heavy members, with copper for walls, roof, etc.

General Houses, Inc.,  
220 South State St.,  
Chicago, Ill.Markets through dealers, so far as possible using building supply houses, for houses of medium-low cost up to about \$8,000, of which 20 have been sold.  
Hobart Brothers,  
Troy, Ohio.

Make wall panels and roofs of sheet steel, joined by arc welding.

Insulated Steel Construction Co.,  
Middletown, Ohio.

Market through their own distributors, using stainless steel for basic material. This company, in addition to houses, has specialized in garages, filling stations and factory buildings.

Juul Steel House Co.,  
Sheboygan, Wis.

Makes a completely fabricated house.

Kalman Steel Corp.,  
Bethlehem, Penn.

Sells through architects and contractors, with some local dealers.

McKay Engineering Co.,  
Shaker Square,  
Cleveland, Ohio.

This company licenses builders and steel fabricators to use their patented system of direct-bearing and interlocking-frame construction.

Metal Lath Manufacturers Association,  
208 South LaSalle St.,  
Chicago, Ill.

This Association is not in business as a construction or fabricating concern but is developing designs to encourage wider use of metal lath.

National Houses, Inc.,  
480 Lexington Ave.,  
New York, N. Y.

In the low price field, with assembly of any type of house, complete. Its method of marketing is through local dealers, who employ local labor under an agreement that all materials so far as possible will be purchased from local heating, plumbing and electrical concerns.

Palmer Steel Buildings, Inc.,  
116 North Larchmont Boulevard,  
Los Angeles, Calif.

Do their selling through architects and local builders, principally in Southern California, where an exhibit house is used.

Reynolds Corp.,  
19 Rector St.,  
New York, N. Y.

Supplies metal lumber, consisting of floor joists built up of steel cover plates, sheet steel flanges and web centers with flange and cover plate crimped and filled with nailing mixture; floor slabs made of specially cast compound reinforced with wire fabric and stud bars; studs and roofing members pressed from sheet

*(Concluded on page 83)*

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\$1,500.

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MINNEAPOLIS, MINN.

**ANCHOR WAREHOUSE, Inc.**  
BONDED - FIREPROOF WAREHOUSE

Exceptional Facilities—Modern Offices  
Efficient Service, Free Switching from All Railroads  
Ideally located in the heart of the Wholesale  
and Shipping District  
Offering complete Warehousing and Distribution Service  
Inquiries Solicited  
730-740-750  
Washington Ave., North

MINNEAPOLIS, MINN.

Established 1890

**CAMERON**  
TRANSFER & STORAGE CO.

734-758 Fourth St. No.

Conveniently located on CB&Q & GN Ry. tracks.  
Local and long distance motor truck service.

MINNEAPOLIS, MINN.

The Northwestern

**TERMINAL**

PUBLIC BONDED WAREHOUSE

WITH COMPLETE FACILITIES

OPERATING OFFICE: 800 Stinson Boulevard, Minneapolis, Minn.

Members, Minn. W.A.

The Men Who Distribute

**Fels-Naptha Soap**

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

MINNEAPOLIS, MINN.



MINNEAPOLIS, MINN.

**KEDNEY**  
WAREHOUSE COMPANY  
Complete Distribution Service

●  
MINNEAPOLIS  
617 Washington Ave., N.

Operating 200,000  
square feet of mod-  
ern, low insurance  
rate space. Protected  
by A.D.T. fire  
alarm system. Pri-  
vate railroad sid-  
ings on G.N. and  
C.B.&Q. Motor trucks  
for prompt store-  
door delivery.

●  
ST. PAUL  
8th & Johns St.

Operating 150,000  
square feet of mod-  
ern reinforced con-  
crete space, with  
sprinkler protec-  
tion. Private rail-  
road sidings on G.N.  
and C.B.&Q. Motor  
trucks for prompt  
store-door delivery.



ST. PAUL, MINN.

ST. PAUL, MINN.

*Organized for Service*

Three splendid warehouses, operating individually but under one general management with the same capable executives identified with the successful conduct of this business since its founding. Three separate organizations that can be used singly or in combination to efficiently warehouse and distribute your merchandise in the large Northwestern market.

Three locations in the Twin Cities. One virtually on the boundary line between Minneapolis and St. Paul, and one in the very heart of each city, enabling us to offer "triple service" in this thriving and important market.

"Triple service" is more than three strategic locations, however. Let us tell you more about it. Your inquiry is cordially invited.

**MINNEAPOLIS TERMINAL WAREHOUSE CO.**  
618 Washington Avenue, N., Minneapolis (Downtown Jobbing District)

**ST. PAUL TERMINAL WAREHOUSE CO.**  
8th and Locust Streets, St. Paul (Downtown Jobbing District)

**MIDWAY TERMINAL WAREHOUSE CO.**  
2295 University Avenue, St. Paul (Minnesota Transfer Industrial District)

Members of American Warehousemen's Association & Associated Warehouses, Inc.

## ROCHESTER, MINN.

903 6th St., N. W. Phone 5236  
**CAREY TRANSFER & STORAGE**  
*Bonded Warehousemen*  
 Complete Warehouse Facilities for Storage & Distribution  
**MERCHANDISE**  
 Experienced Organization and Equipment for  
**MOVING, PACKING AND STORING**  
**HOUSEHOLD GOODS**  
 Modern Buildings. Private Siding CGWRR Co.  
**MOTOR TRUCK SERVICE**  
 Assoc. Minn. N.W.A.—Mayflower Warehousemen's Assn.



## ★ It's a natural!

Selecting Central Warehouse in St. Paul is the natural and logical thing to do if location, efficiency and economy mean anything to you!

Located just between the main business sections of Minneapolis and St. Paul, we are only twelve minutes from the center of each city.

We have here a \$2,000,000 investment in building and equipment.

No telephone tolls from either city. We operate a joint railway station, with direct connections with all lines entering the Twin Cities.

An ideal location for your midwestern branch office—you can enjoy complete facilities and service without investment.



## CENTRAL

Warehouse Company  
 739 Pillsbury Ave. St. Paul, Minn.  
 Represented by Distribution Service, Inc.

## JACKSON, MISS.



**RICKS STORAGE CO.**  
*BONDED WAREHOUSEMEN*  
 Complete Warehouse Facilities for Storage and Distribution  
**MERCHANDISE**  
 Experienced Organization and Equipment for  
**MOVING, PACKING AND STORING**  
**HOUSEHOLD GOODS**  
 Modern Buildings, Sprinklered, Private Siding ICRR Co.,  
 Low Insurance Rate  
**MOTOR TRUCK SERVICE**

## JEFFERSON CITY, MO.

TRANSPORTATION  
WAREHOUSING  
Commerce Cartage Co.

MOVING AND STORAGE HOUSEHOLD GOODS—LOCAL AND LONG DISTANCE MOVING—WAREHOUSING AND DISTRIBUTION OF POOL CAR SHIPMENTS—WE SERVE TERRITORY WITHIN 50-MILE RADIUS JEFFERSON CITY.

Member of National Furniture Warehousemen's Association

## JOPLIN, MO.

Tonnes Transfer & Storage Co.  
 1027-41 Virginia Ave.

Joplin, Mo.

Distribution and storage of merchandise  
 Fireproof warehouses—Motor van service  
 On railroad siding—Lowest Insurance rates  
 PACKING—STORAGE—SHIPPING

## KANSAS CITY, MO.

In Kansas City  
**A-B-C FIREPROOF WAREHOUSE CO.**  
 it's the **A-B-C FIREPROOF WAREHOUSE CO.**  
 Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.  
 Three Fireproof  
 Constructed Warehouses  
 Agents  
 Allied Van Lines, Inc.

## KANSAS CITY, MO.

Merchandise Storage - Low  
 Insurance Rates - Pool Car  
 Distribution - Freight Forwarders and Distributors  
 via rail or daily motor service  
 to entire Southwest.

MEMBER OF  
 American Chain of Warehouses  
 American Warehousemen's Association - Traffic Club  
 Chamber of Commerce

**ADAMS**  
**TRANSFER & ADAMS STORAGE CO.**  
 "Surrounded by the Wholesale District"  
**UNION TRUCK TERMINALS**  
 228-236 West Fourth St.

## KANSAS CITY, MO.

**CROOKS TERMINAL WAREHOUSES**  
*Kansas City's Finest Warehouses*  
 LOWEST INSURANCE RATES  
 BEST RAILROAD FACILITIES  
 IN THE HEART OF THE FREIGHT  
 HOUSE AND WHOLESALE DISTRICT  
 (Operating  
 Brokers' Warehouse, Security Warehouse, Terminal  
 Warehouse)

## KANSAS CITY, MO.

36TH YEAR  
**CENTRAL STORAGE CO.**  
 Efficient, Complete Merchandise Warehousing Service  
 Office—1422 ST. LOUIS AVE.  
 (West 10th Street)  
 In Center of Wholesale and Freight House District

## KANSAS CITY, MO.

## W. E. Murray Transfer &amp; Storage Co.

Modern Fireproof Warehouse with private siding on terminal tracks connecting all Railroads.  
 Distribution and Storage Merchandise and H. H. Goods.  
 Pool Cars Promptly Handled and Reports Mailed in.  
 Motor Truck Service, City and Interurban.

LOWEST INSURANCE RATE IN KANSAS CITY  
 2015-17-19 Grand Ave. Kansas City, Mo.

## KANSAS CITY, MO.

Established 1903

**THE ONLY WAY TRANSFER & WAREHOUSE CO.**  
 1400-10 ST. LOUIS AVENUE  
 Merchandise Storage—Cartage—Pool Car Distribution  
 Offices in following Cities  
 NEW YORK CITY CHICAGO SAN FRANCISCO  
 82 Beaver Street 510 W. Roosevelt Rd. 112 Market St.  
 Beckman 3-8065 Canal 5740 Exbrook 2248

## KANSAS CITY, MO.

MEMBER: A.W.A.—MIDW.—K.C.W.A.

▼▼▼ RADIAL ▼▼▼  
**WAREHOUSE COMPANY**  
 Every facility for efficient warehousing and  
 distribution of merchandise  
 Track and Truck connections to all points with  
 Free pickup and delivery service

## KANSAS CITY, MO.

**UNITED WAREHOUSE CO.**  
 Merchandise Warehouses at Two Big Markets  
 WICHITA, KANSAS ← MARKETS → KANSAS CITY, MO.

(Concluded from page 80)

steel and filled with nailing mixture; plain and metalated wire fabric plaster base, metal insulation, air conditioning systems, plumbing systems and fixtures, steel windows, roofing, and liquid metallation. The metal lumber is nailed together by building artisans in the same manner as wooden lumber. The company has no stock house plans, and builds no houses, but markets its materials through architects, builders and dealers. Houses reported under construction: 100 in New York district, 100 in Washington, 150 in Detroit.

Steel Bldgs., Inc.,  
35 East Wacker Drive,  
Chicago, Ill.

Interested in small commercial buildings as well as houses. Sells through distributors with exclusive territory and close affiliation with local contractors.

Stran-Steel Corp.,  
6100 McGraw Ave.,  
Detroit, Mich.

This company claims more than 300 houses now built, as well as many filling stations and stores. Does not erect but sells the necessary materials, with plans, to dealers and contractors.

Structo, Inc.,  
424 South Seventh St.,  
St. Louis, Mo.

Sells directly to the individual through their own sales organization (Mesker Bros. Iron Works) in cooperation with local architects. Houses fabricated to accord with owner's design.

Universal Building Corp.,  
Sheboygan, Wis.

Uses steel frame, with cork and cement for walls and floors.

Variplan, Inc.,  
Transportation Bldg.,  
Cincinnati, Ohio.

This company now sells houses direct to the owner and does the erecting. It is their expectation ultimately to give up erection and sell parts only through local building supply dealers. A dealer could carry a comparatively small stock, from which any one of say, ten plans could be built. On receipt of an order for one of these plans, he would get out the corresponding parts list and fill the order accordingly; then, on notifying the factory, a duplicate set of parts would be shipped to replenish his stock.

———  
Semple New President of  
Cincinnati Terminal

At the recent annual meeting of the stockholders of Cincinnati Terminal Warehouses, Inc., Dr. William T. Semple was elected president in succession to Robert A. Taft.

R. G. Culbertson, who is president of the American Chain of Warehouses, was reelected managing director and assistant secretary. Other officers reelected are C. L. Harrison, chairman of the board; H. V. Fetick and C. H. Rembold, vice-presidents; C. W. Ireland, secretary; W. E. Fox, treasurer; and Harry Foster, assistant treasurer.

———  
Cremeens Again Heads Y.V.A.

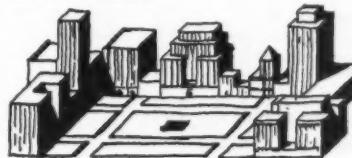
H. H. Cremeens, manager of the Los Angeles Warehouse Company, Los Angeles, was reelected president of Yellow Vans Associated at the group's sixth annual meeting, held in Fresno on Feb. 22-23.

KANSAS CITY, MO.

AN ASSOCIATED

WAREHOUSES

RIGHT  
IN THE MIDST OF  
BUSINESS ---



EVERYTHING YOU  
NEED IN  
KANSAS CITY

BUILDING  
LOCATION  
TRUCKAGE  
SERVICE  
ORGANIZATION

Trucking Connections  
To All Points with  
FREE Pickup and De-  
livery.

WALNUT STORAGE  
2020-26 WALNUT ST. KANSAS CITY, MO.

ST. JOSEPH, MO.

BONDED AND FREE

TERMINAL WAREHOUSES, Inc.

MERCHANDISE AND COLD STORAGE  
LOW INSURANCE  
MONEY ADVANCED ON STAPLE COMMODITIES

SEE DIRECTORY PAGE 220

ST. LOUIS, MO.

COLUMBIA  
TERMINALS  
COMPANY  
400 South Broadway

\$3,000,000.00  
INVESTED . . . TO SERVE YOU

Merchandise storage with low insurance,  
and guaranteed responsibility. Modern  
Buildings. Large Fleet of up-to-date  
trucks and trailers.

COMPLETE

• A one-word description of our  
service, which includes not only every  
phase of modern warehousing and  
distribution, but even an information  
bureau, maintained to furnish data  
on territorial as well as local market  
conditions and distribution problems.

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ST. LOUIS, MO.



COMPACT  
COMPLETE  
COMPETENT

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WAREHOUSE, INC.**  
MAIN & RUTGER STS.

200,000 Sq. Feet of Service  
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Merchandise Storage and  
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Track Connections with All  
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No Carriage Expense on In  
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**The Men Who Distribute  
'Jantzen Bathing Suits'**  
Read **DISTRIBUTION & WAREHOUSING**  
and consult the Directory of Warehouses

## "Yessing" the Growing Industries

(Continued from page 21)

spectacular gadgets to create demand; both have forged ahead in volume, while even staple foods have slipped.

As a warehouseman plans for the immediate future it might be well to concentrate on these industries, with the thought that 1936 will continue the trend of 1935. They will increase yet further in volume, in all probability. They are "handling the money" and are likely to require such services as the warehouse is fitted to give. Certainly the outlook for storage tonnage from them is better than from other trades which are still struggling to reach the shore. A drowning man can't give you a thing: he thinks only of himself. But a company safe on the warm sands of bigger volume and having a show of profits may be induced to spend a dollar for bettering its service in distribution.

I used the expression "Yes" men.

This does not imply that butler-like smirking of many clerks and subordinates. I refer to the fact that, in the face of general business stagnation, some manufacturers and some merchants have forged steadily ahead. They have reversed the trend of business. To do this, however, they have not sat themselves calmly down and waited for customers to call. They have gone out among the people to investigate their wants. Painstakingly they have studied the real need for a product or a service, the price range, the reason for buying or not buying, the terms of payment, the zones where people were able to buy, and the areas where buying was impossible.

### Meeting Public Demand

Then, even though the findings scorched the pride of executives and belittled many a petted procedure, those manufacturers and merchants have set about to give the public *not* what the seller *had thought* was wanted, but what the public *said it did want*. In order to make a profit, these successful manufacturers and merchants turned their factories and their stores into that much-maligned thing of business—a "yessing" institution.

In this use of "Yessing," the public warehouse might well share.

For a homely example, take gasoline. What marketing is more competitive? Much like warehousing service, the best brands are so closely alike that one can hardly choose on sheer merit of the goods. Buying preference is created by other elements, such as personality and courtesy, anticipation of wants, smooth and speedy service with no fuss.

Gasoline, to return to our illustration, is a product bought by all people and yet usually purchased with a feeling of dislike or unwillingness. The dollars come hard from the pocket. Irritation is often to be observed at the filling station. Customers seem to be in a hurry to be served and get going. And the product itself! The customer rarely sees it; he can't hear it, taste it, touch it. A man in uniform tells him that so many gallons are in his car and he pays, trusting the serviceman rather than troubling himself to look. Those are the facts of buying gasoline.

But, starting from these observed facts, one manufacturer with semi-national distribution in 1932 undertook a study of buying habits—at the bottom of the depression. Among other things this company learned that 85 per cent of all gasoline is purchased by men (an unexpected condition); and that, in their buying, these men display three mental attitudes, which in the end the company turned to good use:

1. Almost every time a married man drives his car

(Continued on page 87)





(Continued from page 84)

after either his wife or the family has had it, the tank is about empty. He is vexed.

2. Every man believes he is so important that he ought always to be in a hurry at the filling station, although he may then drive three blocks and chat a half hour about nothing.

3. An automobile gives the average mortal a sense of power such as he never had before. He can fill up his five-year old Ford with two-bits' worth of gasoline, put in his wife and children, and drive down the street in a wreck that has no fenders or bumper or headlight, but merely a loud horn, and he blows the horn. Lo! he compels a quick obedience from a rich man with a Rolls Royce and a liveried chauffeur. At no other time in the history of the world has the average poor man been able to chase the rich man out of his way. This feeling of personal power causes him to dash into a filling station and demand fast service in order to get away in a hurry. Although the driver of the car has stopped physically while the tank was being filled, mentally he was going all the time along the highway at top speed.

After this refining company had caught the import of these facts, along with others not mentioned here, its selling was altered to fit the conditions. More than 7000 station employees, scattered through 874 cities and towns, were carefully trained by a correspondence school whose name is a household word with traffic managers. They were further instructed by group meetings and by company speakers using film and sound pictures. The advertising of course was attuned to the new conception of the customer's mind.

#### Salve for the Customer

Then delays were eliminated in station servicing; even making change was speeded up. And, for those few sentences still possible to drop into the patron's ear, the employee was coached to tell items of interest to the customer—not what the company thought he ought to know but what they had learned he *liked to hear*. The servicemen urged to a test by the speedometer of the mileage per gallon; he stressed the superior quality of the gas for pick-up; and, whenever possible, he passed out sly comments (in memorized sentences) of a nature to enhance the man's belief that by owning a car he had become a citizen of importance.

Here is an example of "Yessing" in the extreme.

It is deliberately telling the customer what he wants to hear, especially about the gas and oil he buys but does not see. The company was not, for one moment, fooling itself. All this talk was carefully tied up with adaptations of the product and the servicing to fit the public's wishes. And it paid right handsomely. In the middle of the Depression, for the areas in which this gasoline was sold at all, this brand in two months leaped into first place in sales volume. For three years it has maintained that position. For days and for weeks at a stretch, sales have exceeded the company's capacity to refine.

This company may serve to illustrate how any manufacturer, even a warehouse, may improve its service to customers and increase its own profits by learning what the patron wishes to get. This company was willing to sweep away lazy opinions and preconceived notions. It spent money to learn the facts about buying gasoline. Then it faced those facts fearlessly, accepting them as facts of more value than guesswork. By application of the facts, the company rose from the levels of Depression.

Nor was the task simple. One can picture the hard work required for so far-reaching an undertaking spread over 20-odd States. But the hard work was

(Concluded on page 88)

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2—WAREHOUSES—2

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Storage and Shipping of Household  
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most effective for profits—the real end of being in business at all.

Warehouses, too, might benefit by delving into the real needs of their patrons.

The problem is greatly simplified because, as 1936 begins, we know which industries will rise first from the Depression. The lists we have given suggest where the band-wagon stands in the procession. By learning what those with money to spend require of a warehouse, the service may be readjusted to present conditions.

For, of course, no one of us would contend that the demands of 1936 are identically what they were in 1929. Warehousing, like all else, has changed; its patrons have changed even more deeply in what they want, and what they must have, from the warehouse. We merely deceive ourselves by trying to believe they will be satisfied with the same old services. If we try this, we merely tempt some competitor to do what the refining company did—run away with the business and nominate us for the "also ran" brigade.

In order to sell its services—which are its goods in trade—the public warehouse must know the needs of its customers.

## Inquiry Suggested

Warehouses, rather commonly, have attempted to lay down the law of what they will or will not offer. Nothing would benefit the industry more, at this time, than a thorough investigation to learn the real requirements of those customers "in the money." They represent the growing tonnages in distribution, the sales volume that is bigger with each month; and, of course, they are the chief "accounts" able to pay for what they may want.

Like the average man yelling for service at the filling station, they are in a hurry to "get going." Anything the warehouse can do to speed them on the way will bring a profit. Mere well wishing, or hollow talk about this or that service, will fall short. The warehouseman ought to find out what they want and then provide it.

This may be "Yessing." Personally I think it is. But, it is not the humble mouthing of a clerk afraid of his life; it is the fitting of warehousing services to what the patron wants. Should he not get it from his warehouseman, he, like the motorist, will hurry by to the next corner where a more wide-awake concern is prepared to offer exactly what is required. And, in the "Yessing," the plan should be laid out for the band-wagon "accounts"—those industries already out of the low volume of Depression.

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We solicit your patronage for the following towns:

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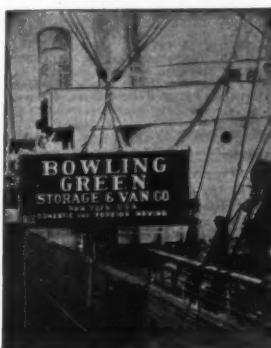
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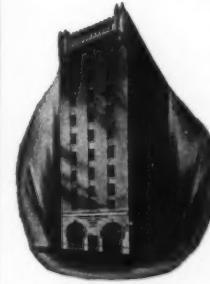
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WHEN WRITING ADVERTISERS MENTION DISTRIBUTION AND WAREHOUSING

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Special vaults for silverware and valuables; also vaults of arctic chill for storage of rugs, tapes, rags, clothing or any other article of value that requires safeguarding from moth ravages.

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**MIDTOWN WAREHOUSE, INC.**

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601 West 26th St., N. Y. C.

## Bush Says Bonded Warehouses Could Serve Same Objectives as Foreign Trade Zone Developed at New York

THE foreign trade zone to be established at Stapleton, Staten Island, in New York Harbor, will prove to be a useless expenditure, in the opinion of Irving T. Bush, president of the Bush Terminal Company, New York. Existing bonded warehouses at the port could accomplish the same purpose with a little relaxation of Government regulations, according to Mr. Bush in an interview with John Kelly in the New York *Herald Tribune*.

"I understand the authority given by Washington limits the free port at Staten Island to storage and distribution," Mr. Bush said. "There is even less excuse for that kind of a development. Bonded warehouses in existence everywhere could easily be used for the same purpose, with a little relaxing of the rules. A free port for that purpose merely means additional expense without additional advantage, as all bonded warehouses are under the control of Government officers."

"The trouble with useless expenditures of this character is that when they fail to accomplish the purpose for which they are designed, they ultimately come into competition with legitimate private enterprise."

Mr. Bush made public a letter which he had sent some time ago to Representative Joseph W. Fordney, then chairman of the House ways and means committee, in which the warehouse executive outlined his objections to foreign trade zones in the United States. He holds the same views today.

At that time Mr. Bush stated that there are certain fundamental reasons why a free port is an advantage to certain countries in Europe, which are compelled to import a large part of their raw materials for purposes of manufacture. These countries also are compelled to find a market for a large part of their manufactured products in other countries. The United States, on the other hand, produces the greater part of the raw material which enters into American manufacturers.

"This variance between conditions in Europe and those in the United States makes a fundamental difference between the advantages which may come from a free port development in Europe and in this country," Mr. Bush continued.

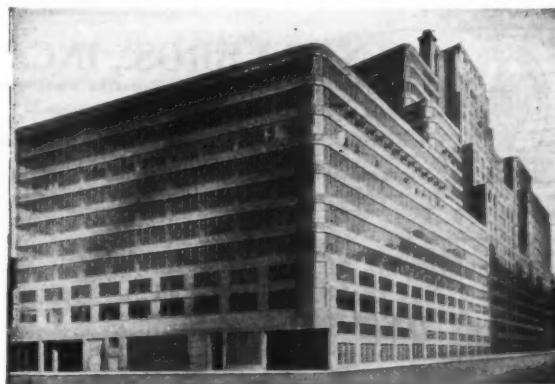
## Advantages of Bonded Space

Listing the advantages of bonded warehouses as opposed to free ports, Mr. Bush said:

"Merchandise can be imported and stored in bond and later withdrawn from bond and reexported. Certain raw materials can be imported and when the manufactured product from which they are made is exported a drawback can be secured from the Government for the duties which have been paid. Would it not be very much better to appoint a committee to take up the question of simplifying storage and manufacturing in bond, and as well the ironing out of some of the red tape which surrounds the operation of securing the duty drawbacks?"

Mr. Bush said that the theoretical development of a free port which is usually presented is a place where steamships discharge their entire cargo of raw materials which are there fabricated and reexported.

"There are few cargoes of this character which come to this country," he continued. "Nearly all of the freight importations are miscellaneous cargoes of merchandise for general distribution and the advantage of direct discharge from the steamship to the industry in a free port cannot be obtained. The ships must be discharged at their regular terminal and the merchandise transported from such terminal to the free port. This is but the beginning of the added expense which will surround a segregated operation of industry under Government supervision."

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- Fast passenger elevators.
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IN THE VERY CENTER OF NEW YORK

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Proposed Repeal of "Long and Short" Haul Rail Clause Meets with Opposition from Eastman

(Washington Correspondence): Congress is again the scene of a battle among the railroads, trucking industry and the water carriers over legislation that will vitally affect the future of the three modes of transportation.

For a determined effort is being made to have Congress pass the Pettengill bill, which would repeal the "long and short" haul clause of the Interstate Commerce Commission Act.

This would allow the railroads to heighten the competitive war for traffic with the motor and water carrier industries by allowing reductions in charges.

If Section 4 of the ICC act is repealed, it would give the rails the right to lower the tariffs for hauls over long routes while maintaining higher rates for short hauls over the same line. As an illustration of what it would mean in practice—if it cost \$1 to ship cargo from Washington to Baltimore, \$2 from Washington to Philadelphia, and \$3 from Washington to New York—the railroad would be allowed to lower the \$3 mandatory tariff from Washington to New York to \$1 or \$2. Under the present law the rail carriers must charge the "aggregate of the intermediates"—that is, they must not charge less for long haul than for the total of the tariffs for shipments between the intermediate points on the same line. Or in the particular instance cited, not less than \$3 for the Washington to New York haul.

If Section 4 is repealed, the reduction in rates that would ensue would probably swing much of the traffic now carried by truckers and by water to the railroads.

The Pettengill bill has been reported favorably by the House interstate and foreign commerce committee. It is now before the rules committee for a "rule" to gain entrance to consideration of the full House membership.

At a hearing of the rules committee on Feb. 26 Joseph Eastman of the ICC and Federal Coordinator of Transportation went on record as opposing the Pettengill bill. He stated that his official expression of disapproval of the measure was concurred in by the Commission.

Mr. Eastman pointed out that if Congress passed the bill, it would be interpreted "as a declaration of intent by Congress that the Interstate Commerce Commission should change its present policy towards the railroads and adopt a more favorable policy." The ICC is "pursuing a fair policy to all, but passage of the bill would force the Commission to change that policy," he added. As proof of this "fair policy" attitude he stated that both the water carrier and the rail carriers had registered complaints with the ICC that they had been unduly discriminated against.

In his testimony, Mr. Eastman declared that in 1888 "outraged public opinion" forced the adoption of Section 4 regulation. However, since the depression, with its adverse effect on the rails, this attitude had changed to "agitation in favor of repeal of the long and short haul clauses of the ICC Act," he said.

"There is no Section 4 in the motor or water carrier Acts, similar to that governing railroads," Mr. Eastman told the rules committee, "for the simple reason that need has not been shown for such regulation as yet. And if need for such regulation is shown, put it in the motor and water carrier Acts by all means."

Mr. Eastman expressed doubt that repeal of Section 4 would improve the financial plight of the rails. And while it might increase the employment in this transportation group, it would naturally increase the unemployment in the motor truck and water carrier

(Concluded on page 95)

## SYRACUSE, N. Y.



Fireproof Throughout

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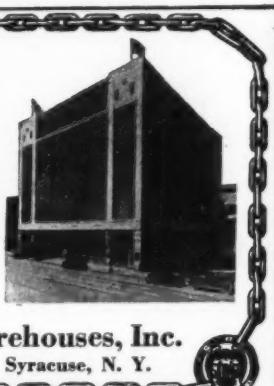
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Fireproof, concrete buildings, modern facilities, convenient location, ideally suited for clean, careful storage of  
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Pool cars distributed. Private sidings. Free switching on all roads. Separate fireproof warehouses for household goods. Modern equipment combined with speedy service.New York City Representative:  
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Low Insurance Rates. Sprinkler Systems.  
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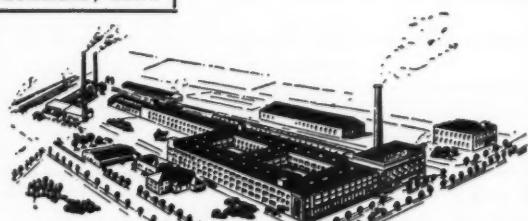
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Daily State Freight  
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Railroad Siding, Low Insurance Rates, Sprinkler System  
C.F.W.A. O.W.A.

(Concluded from page 92)

industries due to reduction in the amount of traffic hauled, he pointed out.

"The railroads have been meeting the general truck competition with reduction in rates," he said. "There is enough flexibility under Section 4 to afford relief in necessary instances for the rails to lower the charges on the long hauls. Generally speaking, motor carrier competition has little to do with the Section 4 attitude of the rails."

Trucking interests are closely watching developments in Washington on this legislation. They are of the opinion that passage of the Pettengill bill would remove all competitive restraint, feeling that the past record of the carriers has fully demonstrated need for fuller protection of other forms of transportation.

The Pettengill bill is authored by Rep. Samuel B. Pettengill, Democrat, Indiana, a former railroad attorney. His measure seemed stopped last session, but has been revived this year. However, it is understood opposition to the bill in the Senate will be much stronger than in the House. It will have to pass through the hands of Senator Wheeler, chairman of the Senate commerce committee, who is strongly opposed to legislation that will have the effect of increasing the warring among transportation groups by lowering existing railroad regulation. (Edwin Hartrich.)

1936 Custom House Guide Presents  
New Tariff Rates and Reciprocal  
Trade Agreements on Commodities

THE 1936 edition of the Custom House Guide is in effect practically a new tariff edition. Approximately 60,000 changes, by actual count, have been made in the volume since the 1935 edition, according to the publishers.

One-third of the imports and one-quarter of the exports of the United States are affected by the nine reciprocal trade agreements entered into between the United States and Cuba, Brazil, Belgium, Haiti, Sweden, Colombia, Canada, Honduras and the Netherlands for which the rates of duty on over 482 commodities, the growth, manufacture, or produce of 83 countries, have been included in this new edition. The new rate of duty appears opposite each article affected in the alphabetical import commodity schedule of 30,000 commodities.

An amendment to the Customs regulations (T.D. 47892) requires all importers and custom house brokers to insert on all entries and warehouse withdrawals of imported merchandise the description and commodity code numbers in accordance with Statistical Schedule "A." These commodity code numbers and descriptions will be found opposite each of the 30,000 commodities in their alphabetical index. Schedule "A" was completely revised by the officials in Washington, effective Jan. 1, 1936.

The nine reciprocal trade agreements will be found in detail in the new Green Section added to the 1936 Guide and should be indispensable to importers and exporters engaged in foreign trade during the year 1936.

The February issue of the *American Import & Export Bulletin*, the monthly supplement to the annual Guide, contains the complete text of the Swiss Reciprocal Trade Agreement. The monthly *Bulletin*, established in 1934, has attracted much favorable attention throughout the trade, as it enables those engaged in foreign trade to be fully advised as to the many new laws and regulations, reciprocal trade agreements, and in addition keeps the information as it appears in the annual Guide revised to date.

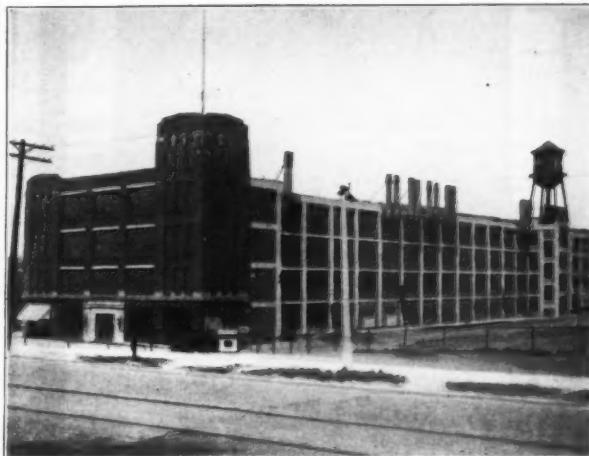
Custom House Guide, 1936 Edition, published by Custom House Guide, Box 7, Station P, Custom House, New York; \$10.00 per copy.

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## Industrial

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Let us represent you in the Midwest.

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New  
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175,000 Sq. Ft. of Available Floor Space; Track Capacity 100 Cars; Operating  
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I.C.C. Asks Railroads for  
Information on Claims Paid

(Washington Correspondence): National distributors will soon be able to obtain a clear picture of the amount of shipments by railroad which annually become the subject of claims against the carriers, and in what proportion these are settled to the satisfaction of the claimants.

The Interstate Commerce Commission has decided to proceed with an inquiry covering all Class 1 railroads—which, of course, embraces all of the carriers handling substantial shipments—but for the present will include only a selected group of commodities. This study, the first of its kind attempted by the Commission, will serve as a basis for more comprehensive inquiry into the subject of losses and damages in transit over the rail systems. Class 1 switching and terminal companies will not be embraced in the investigation into freight loss and damage claims and payments. Reports must be filed not later than April 15.

Questionnaires have been sent to the railroads. Each will be required to report the number of claims settled by the respondent, the total amount claimed, and the total amount paid, as well as the average amount of claim and the average amount paid in settlement. The commodity group first to be studied includes fresh fruits except citrus; fresh fruits, citrus; melons; fresh vegetables.

In another section, the questionnaire calls for an analysis of respondent's fresh fruit and fresh vegetable claims for the year ended Dec. 31, 1935, as between local and interline carload traffic. This will include number of claims, amount claimed, amount of payments borne by the respondent railroad, and the amount charged to other carriers.

A third question is calculated to show the total amount of claims paid by the respondent on local and interline traffic, and the respondent's gross freight revenue before deductions for claims, absorptions, etc.

From these statistics the Commission will be in a position to report what percentage of shipments of the commodities covered reaches its destination without being involved in a claim; and what percentage of the amounts claimed, the railroads pay, in average and in individual cases.—(James J. Butler.)

## Position Wanted

A S estimator or assistant to manager with reliable furniture warehouse. Eight years' experience in household goods storage and moving. Age 38. Credentials furnished. Will locate anywhere.

Address Box D-822, care of **Distribution and Warehousing**, 249 West 39th Street, New York City.

New Haven Plans Pick-Up  
and Delivery Service

President Howard S. Palmer of the New York, New Haven & Hartford Railroad has announced that the road will inaugurate a pick-up and delivery system April 1 under a plan approved by the United States District Court, under which it is now being reorganized. The step has been under consideration by trustees of the road since the reorganization began.

Details of operation have not as yet been disclosed, but it is believed the railroad will turn over its highway hauling to trucks of the New England Transportation Co., a subsidiary engaged in freight trucking and passenger bus operation. It is understood that the system will closely resemble that of the Pennsylvania Railroad.

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... HAVE SOMETHING IN STORE for you . . .  
THREE GREAT WAREHOUSE LOCATIONS  
GENERAL OFFICE, 1531 W. 25th ST.

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**RAIL SHIPMENTS  
TO OR FROM CLEVELAND**

Exclusive Agent:  
Greater Cleveland  
for Aero-Mayflower  
Transit Co.

**The NEAL  
STORAGE COMPANY**  
CLEVELAND OHIO



A MODERN, FIRE-PROOF STRUCTURE WITH  
ENCLOSED DOCKS. N.Y.C. SIDING WITHIN BUILDING

**THE OTIS TERMINAL WAREHOUSE CO.**

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**Builders of Bigger  
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**Cover OHIO from Columbus**

Modern warehouses and bonded storage facilities. A.D.T. System. Private double track siding. Receiving floor at car level. Shipping floors at truck level. Free switching from all railroads.

**Columbus Terminal Warehouse Company**  
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Established in 1882

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A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—4 BLOCKS OF  
CENTER DOWNTOWN DISTRICT

POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES  
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Consign Your Household Goods Shipments to

**DAN EDWARDS at COLUMBUS**

Packing—Shipping—Storage—Local and Long Distance Moving—Steel  
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**EDWARDS TRANSFER AND STORAGE CO.**  
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Member—National Furniture Warehouses Assn., Ohio Warehouses Assn.

## COLUMBUS, OHIO

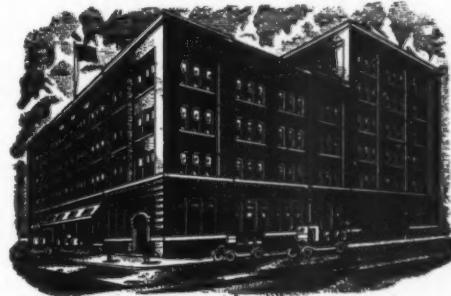
CHAS. F. COHAGAN, PRES.  
IDEALLY LOCATED



The Merchandise Warehouse Co.  
270 W. Broad St. Columbus, Ohio  
Member: A.W.A.—G.W.A.—A.C.W.

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MERCHANDISE STORAGE  
and DISTRIBUTION



THE NEILSTON WAREHOUSE CO.

LOW  
INSURANCE

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**MERCHANTS TRANSFER COMPANY**

160 McWilliams Court, Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of  
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MEMBER MAY. W. A.

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A warehouse service that embodies every modern facility for  
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The RATHBUN CARTAGE CO.  
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"QUICK SHIPPERS"

TOLEDO TERMINAL  
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Merchandise storage . . . Pool car distribution . . . Fireproof . . . Private siding Nickel Plate Road . . . Free switching . . . Negotiable receipts . . . Transit storage arrangements . . . Motor truck service . . . Located in jobbing District . . . U. S. Customs Bonded.

MEMBERS: American Warehousesmen's Association  
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STORAGE  
YOUNGSTOWN, OHIO

## DIRECTORY OF WAREHOUSES

## OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.

## Commercial Warehouse Co.

50,000 sq. ft. for Exclusive Merchandise Storage  
Pool Car Distributors

Free Switching

14c. Insurance rate

## OKLA. CITY, OKLA.

Established 1888

O. K. Transfer & Storage Co.  
General Warehousing and DistributionMOTOR  
TRUCKS  
& TEAMINGHOUSEHOLD  
GOODS

MERCANDISE

MEMBERS  
NFWA, AWA,  
Dist. Service, Inc.

## OKLAHOMA CITY, OKLA.

Bonded Under State Law

## Oklahoma Bonded Warehouse Company

Merchandise Warehousing  
Pool Car DistributionFree Switching  
Private Trackage  
P. O. Box 122250,000 Sq. Ft.  
Floor Space.  
Fireproof

## OKLAHOMA CITY, OKLA.



Fireproof Warehouse for Merchandise and Household Goods  
Automatic Sprinkler System  
Office and Warehouse  
2-4 East California Avenue

We Solicit Your Accounts for Transfer and Storage  
Members of American and National Warehousesmen's Association

## TULSA, OKLA.

Joe Hodges Fireproof Warehouse  
Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad.

Best Service Obtainable.

Member American Warehousesmen's Association, American Chain of Warehouses

## PORTLAND, ORE.

## Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses  
Licensed under the U. S. Warehouse Act  
Merchandise, Storage and Distribution  
Private Siding Free Switching Sprinklered  
1132 N. W. GLISAN STREET



## PORTLAND, ORE.

## OREGON TRANSFER COMPANY

Established 1848

1238 Northwest Glisan Street Portland, Oregon  
U. S. BONDED and PUBLIC WAREHOUSES  
Merchandise Storage and Distribution  
Lowest Insurance Rates—Sprinkler Equipped  
Member A. W. A.  
Eastern Representatives Distribution Service, Inc.

24 Tons of Exposition Equipment  
Moved by Bekins in San Diego

A MAJOR portion of the \$150,000 Federal Housing Exhibit to be displayed at the 1936 California Pacific International Exposition in San Diego, was recently moved to the Exposition grounds by the San Diego branch of Bekins Van and Storage Company.

Weighing more than 24 tons, the equipment filled two freight cars and consisted of 12 "talking towers" and sound and electrical devices for their operation. The towers, built exclusively for the Fair, will form the



nucleus of the Palace of Better Housing's many exhibits, which last year attracted thousands of visitors.

C. C. Temple, manager of Bekins San Diego branch, explains the use of the 15-foot towers as follows:

"Around the bases of the towers are questions concerning home building which prospective home owners might ask. Opposite each question is a button. When the button is pressed, an audible answer is heard from the tower and an illustration of that phase of work is flashed upon a screen."

The Bekins Company have moved many other major exhibits to the Fair grounds, and placed displays in readiness for the opening of the Exposition on Feb. 12.

## YOUNGSTOWN, OHIO

The Watson Terminal and  
Warehouse Co.  
720 Dollar Bank Bldg.

We will build a warehouse to fill your requirements and lease to you on reasonable terms.

### Position Wanted

ENERGETIC hustler, 36, with fifteen years' experience, rail and highway, management and solicitation. Familiar with household goods storage and solicitation also. Married, Mason, Gentile. Studying sales and traffic course. Will locate anywhere to make permanent future by effort and study. Prefer East or West Coast.

Address Box F-124, care of *Distribution and Warehousing*, 249 West 39th Street, New York City.

### PORTLAND, ORE.

## HOLMAN TRANSFER CO.

1306 N. W. HOYT STREET

General Merchandise Storage and  
Distribution

Private Siding All Railroads Entering Portland  
Located in the center of wholesale and jobbing district.

POOL CAR DISTRIBUTION  
A SPECIALTY

Member A. W. A.—Amer. Chain.  
Established 1864

### PORTLAND, ORE.

## GENERAL MERCHANTS WAREHOUSING AND TRANSPORTATION

Pool Cars and L. C. L. Distribution to the Pacific Northwest and Inland Empire with Free Pick Up and Delivery Service to All Main Points. Route your shipments Via Water or Rail to us at our private Siding.

**PIHL TRANSFER & STORAGE CO.**

1231 N. W. Hoyt St. Portland, Oregon  
Our Personal Supervision assures you prompt and proper service.

### PORTLAND, ORE.

Rudie Wilhelm, Pres.

## RUDIE WILHELM WAREHOUSE CO.

70,000 Sq. Ft. Fireproof Concrete Storage Spaces

ADT Automatic Sprinkled System

Household Goods and Merchandise Distribution

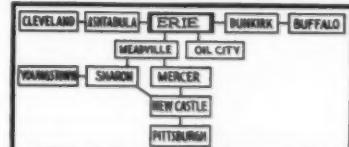
Portland Commercial Agents: Judson Fr't Fwd'g Co.

### BETHLEHEM, PA.



### ERIE, PA.

## THE ERIE STORAGE & CARTING COMPANY



1502 SASSAFRAS ST., ERIE, PA.

Trackage on New York Central Lines and switching to all other lines. Unexcelled facilities for handling shipments of merchandise and household goods. Branch house service for manufacturers. Pool cars distributed.

MEMBER: ALLIED VAN LINES — N.F.W.A.  
P.F.W.A.—Rotary and Kiwanis

## THE IRWIN TRANSFER COMPANY

1502 Sassafras St.  
Erie, Pa.

Oversight service  
on merchandise to  
all of the above  
cities.

## HARRISBURG, PA.

**Pool Cars**  
Efficiently Handled Merchandise and Household Goods Storage

**HARRISBURG STORAGE CO.**  
P. R. R. Siding HARRISBURG, PA.  
American Warehousemen's Association, National Furniture Warehousemen's Association, Penna. Furniture Warehousemen's Association, American Chain of Warehouses

## HAZLETON, PA.

CHRIST N. KARN, Prop.

**KARN'S TRANSFER & STORAGE**

**FIREPROOF STORAGE WAREHOUSE**  
Household Goods Storage, Packing, Shipping  
Merchandise Storage and Distribution  
Pool Cars Distributed. Local and Long Distance Hauling  
Members of Mayflower Warehousemen's Association

## LANCASTER, PA.

**Keystone Express & Storage Co.**

STORAGE—DISTRIBUTORS—FORWARDERS

Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE

Siding on P. R. R. and P. &amp; R.

## LANCASTER, PA.

**LANCASTER STORAGE CO.**

LANCASTER, PA.

Merchandise Storage, Household Goods, Transferring, Forwarding, Manufacturers' Distributors, Carload Distribution, Local and Long Distance Moving  
Members May. W.A.—P.F.W.A.

## OIL CITY, PA.

**CARNAHAN**  
**Transfer and Storage**

The most reliable transfer in Venango County. Fireproof warehouse. Private rooms for furniture and pianos. General hauling. Overland hauling. Piano moving. Furniture packing a specialty.  
Forwarding agents

Members N. F. W. A.

## PHILADELPHIA, PA.

**ATLAS**  
**STORAGE WAREHOUSE COMPANY**  
**FIREPROOF DEPOSITORY**  
4015 Walnut Street  
Member N. F. W. A., P. F. W. A. and C. S. & T. A.  
WALTER E. SWEETING, President

## PHILADELPHIA, PA.

Est. over 50 years.

**FENTON STORAGE CO.**  
Absolutely Fireproof  
46th and Girard Ave.  
Cable Address "Fence"  
P. R. R. Siding  
Storage, moving and distribution of household goods and merchandise.**"Traffic and Trade" \***

A Book Review

ANY reader of *Distribution and Warehousing* who has an interest in the articles we have been publishing for nearly a year on trading areas, marketing zones, and methods of evaluating them for use in distribution of goods, will do his business an injustice if he fails to invest \$4.50 for a copy of this book. In February it received honorable mention, in the annual advertising awards for the country, "for a research project which has been most conspicuous in advancing the knowledge and science of advertising," although the book is, primarily, for the distribution of goods rather than for advertising them. The book is highly theoretical. It is a sort of first effort to furnish the manufacturer, or retailer, a method to estimate his marketing possibilities for any city.

The book is far more a set of charts and maps than text matter. For illustrative purposes it details studies of ten selected cities which are:

Fresno	Little Rock
Grand Rapids	Los Angeles
Houston	Oklahoma City
Indianapolis	Racine
Kansas City (Mo.)	Salt Lake City

Of these, Fresno and Indianapolis are laid bare most extensively, Fresno for the city's retailing and Indianapolis as an example of the greater trading area served by the city as a center.

Nor is the book merely the output of a college professor sitting in his study. It represents three years of field study, paid for by a group of national distributors and other sponsors, directed day by day by a committee of ten men, all of whom are known by name to our readers, because they represent important distributors and advertisers.

The book reminds us that, from the beginning of time, a retailer was obliged to follow the crowd. A store was successful or not according to the owner's skill in locating where buyers found it convenient to stop. The country cross-roads store illustrates this rule in simplest form. The "trading post" along the route of frontier travel did the same thing. And, in our own day, the city store on an important street carries forward the identical principle. There is, then, a basis for believing that traffic has a deep connection with volume of goods sold. Although this has always been true, and although merchants instinctively followed the rule without thinking of it, yet it is only of recent years that distributors have realized that many problems can be solved, and profits increased, by scientifically learning where traffic will bring trade.

For, as page 40 of this book strikingly shows a reader, it would be a terrible error to decide that a heavy volume of traffic per day always means a big volume of sales. From observations in ten cities covering a million and a half of motor cars and a hundred thousand pedestrians, the chart clearly shows three lessons:

1. In the dense down-town sections heavy traffic means large sales.
2. In the outskirts of a city, suburbs and residential areas, the same condition holds true.
3. But, for the intermediate sections which comprise three-sevenths of every city, traffic may be immense and sales low.

Once you examine this chart your mind jumps to the explanation—namely, that the intermediate sections are passed through by people going to and from work or entertainment and they do not stop to purchase goods. Page 40 is followed by charts giving the same information in detail for soft drinks, gasoline

(Continued on page 108)

"Traffic and Trade," by John Paver and Miller McClinton. McGraw-Hill Book Co., New York, \$4.50.

## PHILADELPHIA, PA.

# 68 Acres OF FLOOR SPACE



## Motor Truck SERVICE

We own and operate a fleet of motor trucks to provide "Store door" delivery throughout the Philadelphia trading area and are especially equipped to render "next morning" delivery anywhere within the area shown in the above map.



13 Warehouses located in the foremost wholesale and retail districts, served by both Reading R. R. and Pennsylvania R. R. Trackage facilities for 143 cars. Streets leading to and from loading platforms are wide and well paved, thus eliminating vehicular congestion. Modern fireproof construction provides low insurance rates. High-speed elevators to all floors. Completely equipped pool car departments. No cartage expense on L. C. L. shipments by rail. A personnel especially trained to handle all merchandise.

## TERMINAL WAREHOUSE COMPANY

Delaware Ave. and Fairmount

Members—A.W.A., N.F.W.A., Pa.F.W.A.

Represented by DISTRIBUTION SERVICE, INC.

100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986  
624 Third Street, SAN FRANCISCO . . . Phone Sutter 3461  
219 East North Water Street, CHICAGO . . . Phone Sup. 7180

An Association of Good Warehouses Located at Strategic Distribution Centers



## PHILADELPHIA, PA.

### Fidelity—20th Century Storage Warehouses

General Offices—1811 Market St.

H. NORRIS HARRISON, Pres. F. L. HARNER, Vice-Pres., Treas.  
LEAH ABBOTT, Secy.

Bus type vans for speedy delivery anywhere. We distribute pool cars of household goods. Prompt remittance.  
Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

## PHILADELPHIA, PA.

### GALLAGHER'S WAREHOUSES

Executive Offices—50 So. 3rd St.

General Merchandise Storage and Distribution

U. S. Bonded and Free Stores

Carload Distribution

Direct Railroad Sidings: Penna. R. R.—Reading R. R.  
Company owns fleet of motor trucks for city and suburban deliveries

## PHILADELPHIA, PA.

BUELL G. MILLER, President

### MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

Member M.W.A., P.F.W.A., P.M.T.A., C.F.M.A. of Pa.

## PITTSBURGH, PA.



## PITTSBURGH, PA.

## SCRANTON, PA.

## The Quackenbush Warehouse Co.

219 Vine Street

MERCHANTISE AND HOUSEHOLD GOODS  
STORAGE POOL CAR DISTRIBUTION  
D L & W and D & H Siding  
Member of Allied Distribution, Inc.

## UNIONTOWN, PA.

H. D. RYAN—L. G. HOWARD, Proprietors

## KEYSTONE TRANSFER CO.

31 EAST SOUTH ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED  
LONG DISTANCE MOVING  
Private Siding Pennsylvania R.R.

## WILKES-BARRE, PA.

## WILKES-BARRE WAREHOUSING CO.

General Storage and Distribution

Prompt and Efficient Service  
Milling-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

## WILLIAMSPORT, PA.

## WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET  
P. R. R. SIDINGMERCHANTISE STORAGE and DISTRIBUTION  
HOUSEHOLD GOODS—DRAYAGE

IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

## PROVIDENCE, R. I.

## CADY MOVING &amp; STORAGE CO.

FIREPROOF WAREHOUSE

Storage, Moving, Shipping  
80-90 Dudley St.

Member National Furniture Warehousemen's Assn.



## PROVIDENCE, R. I.

## Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car  
Distribution. Lowest Insurance.Trackage facilities 50 cars. Dockage facilities on  
deep water.

Shipping directions South Providence, R. I.

## CHARLESTON, S. C.

## Charleston Warehouse and Forwarding Corp.

Merchandise Storage and  
Distribution of Pool CarsModern Concrete Warehouse. 100,000 Square Feet of Storage Space.  
Private Tracks Connecting with All Railroad and Steamship Lines.  
Motor Truck Service.

Members of the American Chain of Warehouses, Inc.

## KNOXVILLE, TENN.

J. E. Dupes, Pres. &amp; Gen. Mgr.—C. H. Paul, Treas.



## Rowe Transfer &amp; Storage Co.

416-426 N. Broadway

Household Goods and Merchandise Storage and  
Distribution. Pool Car Distribution.  
Fireproof Warehouse. Low Insurance.Agent, Aero Mayflower Transit Company  
Member, Mayflower Warehouses' Association & So. W. A.

## KNOXVILLE, TENN.

FIREPROOF STORAGE &  
VAN COMPANY, Inc.

Successors to Knoxville Fireproof Storage Co.

201-211 Randolph St.  
Knoxville, Tennessee

135,000 square feet on Southern Railway tracks.

Equipped with Automatic Sprinkler

Insurance at 12c. per \$100.00 Household goods shipments  
per annum. solicited. Prompt remittances  
Pool Cars distributed. made.MEMBERS  
American Warehousemen's Ass'n  
PROMPT AND EFFICIENT SERVICE

## MEMPHIS, TENN.

S. S. DENT, Pres.

## General Warehouse &amp; Distributing Co.

435 So. Front St.

Good housekeeping, accurate records, Personal Service  
Located in the center of the Jobbing & Wholesale district.  
Sprinklered  
Private R. R. siding  
Member of M.W.A.

## MEMPHIS, TENN.

Pres. J. H. POSTON  
Secy. and Treas. W. H. DEARINGJOHN H. POSTON  
STORAGE WAREHOUSES

INCORPORATED

671 to 679 South Main St.

Established 1894

Insurance Rate \$1.41 per \$1,000 per Annum

DISTRIBUTION A SPECIALTY



## MEMPHIS, TENN.

"SERVICE"

## ROSE WAREHOUSE CO.

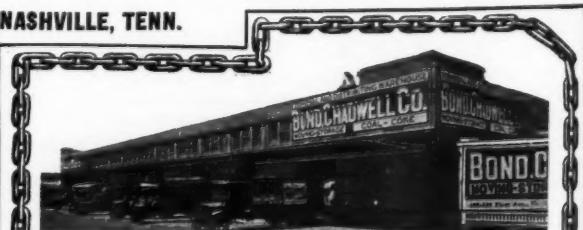
2-8 East and 2-12 West Calhoun Avenue

Memphis, Tennessee

Merchandise Storage and Pool Car Distribution

"SERVICE"

## NASHVILLE, TENN.

MERCHANDISE STORAGE, DISTRIBUTION AND DRAYAGE  
HOUSEHOLD STORAGE, LOCAL AND LONG DISTANCE MOVING  
FIREPROOF WAREHOUSES—UP-TO-DATE EQUIPMENT

## BOND-CHADWELL CO.

124 First Avenue, N. 1625 Broadway

## NASHVILLE, TENN.

521 Eighth Ave., So.

## Central Van &amp; Storage Co.

MERCANTILE AND HOUSEHOLD STORAGE

WAREHOUSE STOCK and POOL CAR DISTRIBUTION

Fire Proof Warehouse Space—Centrally Located

(Continued from page 100)

and oil and automobile accessories, groceries and meats.

Other charts show by hours of the day—weekdays, Saturdays, Sundays—the comparison of traffic with sales for the same commodities. Gasoline, for example, reaches its peak of sales volume at 5:30 P.M., on a weekday; at 8:30 A.M., again at 12 noon and yet again at 5 P.M., on a Saturday; and, of a Sunday, at 4 P.M. The peak of sales in dollars is, curiously enough, almost the same figure at each of these hours. Groceries and meats, of a weekday, attain the peak of dollar sales at 5 P.M.; whereas, of a Saturday, two peaks at 11 A.M. and 5:30 P.M. soar to about the same point. For soft drinks, the peak of sales, regardless of the day of the week, comes at almost the same hour. What this hour is was so great a surprise to this reviewer that we shall leave it for a reader to learn for himself: to give it would be like telling the outcome of a good story at the beginning.

The book supports a fact which *Distribution and Warehousing* for a year has been stressing—namely, that mere population does not mean sales volume. Trade hangs on number of people, the quantity of money they have to spend, and the number of places (stores) available for the spending of their dollars.

The people in a city, or a trading zone, are daily on the move. Their daily movement—that is, their habits of going and coming—is what we commonly speak of as "traffic" in our marketing. Without "traffic"—movement of the people—there would be little sale of goods. The movement, moreover, is not haphazard; it is habitual, almost imperative, because of well established habits and customs of the people. For this reason it is highly important for a distributor of goods to know about it.

People who are permanently disabled, either physically or mentally, are the only ones who remain fixed. The very old and the very young, too, have a limited range of movement. When we deduct these groups, there remains approximately 80 per cent of the population that contributes daily to the flow of traffic and, thereby, has an influence on sales volume. All of them do not contribute equally. Some move over limited areas; some for brief periods of the day only; others are on the move constantly. A normal person cannot hold himself out of the traffic flow of his community.

#### Work and Recreation

Two necessities of life produce the flow of traffic. The first is the necessity of work. People must leave their homes to work and this is, of course, the greatest motive in movement. The second is social and recreational interests. With these great necessities it is inevitable that the traffic flow of a community will fall into habits, either of routes or of hours, or both. People form habits. One who leaves home for his work is likely to use each day the same means of transportation and the same route. When individual routes, made by hundreds of thousands of people in a locality, are mapped we have a highly certain pattern of "traffic." The hours are like the routes: they may be mapped.

One more—out of the score of dramatic lessons of this book—and we shall quit.

The proportions of the kinds of traffic—pedestrian, automobile, truck and mass-transportation such as trolleys and buses—vary with the city and with different points in a city. Weather conditions exert a considerable influence. In a city of fifty or a hundred thousand, for example, automobile traffic predominates in the central business district. But in large cities, of the million class, mass-transportation traffic rules. One's mind will supply the reasons. And, for another matter, pedestrian traffic in our modern life

(Concluded on page 104)

#### NASHVILLE, TENN.

**Nashville Warehousing Co.**  
GENERAL STORAGE  
POOL CAR DISTRIBUTION  
FREE SWITCHING—CITY TRUCKING

#### NASHVILLE, TENN.

ESTABLISHED 1886  
**The PRICE-BASS CO.**  
194-204 Hermitage Ave.  
Merchandise Storage



Automatic Sprinklered — Lowest  
Insurance Spot Stock and Pool  
Car Distribution — Private  
Siding — Free Switching  
Motor Truck Service.

#### AMARILLO, TEXAS

WM. C. BOYCE

J. A. RUSH



**ARMSTRONG TRANSFER & STORAGE CO., Inc.**  
Distributors of Merchandise  
BONDED WAREHOUSES  
Amarillo and Lubbock, Texas  
Member Mayflower W. A.—Amarillo Warehousemen's Association—American Chain of Warehouses



#### CORPUS CHRISTI, TEX.

C. M. Crooker—Pres. J. W. Crooker—Vice Pres.  
May Crooker—Sec. & Treas.

**CROCKER TRANSFER AND STORAGE CO., Inc.**  
Established 1912  
Distribution Pool Cars or Boat Shipments  
Merchandise & Household Goods  
Storage—Drayage—Crating  
Members — A.W.A. N.F.W.A. S.W.T.A. A.C.W.

#### DALLAS, TEXAS

REFERENCE ANY DALLAS BANK

**AMERICAN TRANSFER & STORAGE CO.**

BONDED FIREPROOF WAREHOUSES  
MERCANDISE—HOUSEHOLD GOODS

POOL CARS DISTRIBUTION LOCAL DRAYAGE  
K. K. MEISENBACH JACK ORR

#### DALLAS, TEXAS.

E. D. Balcom

Gus K. Weatherford

**DALLAS TRANSFER AND TERMINAL WAREHOUSE CO.**

Second Unit Santa Fe Building  
Dallas, Texas

Modern Fireproof  
Construction—  
Office, Display,  
Manufacturers, and  
Warehouse Space

Operators of Lone Star Package Car Company  
(Dallas Division). Daily service via rail from St. Louis  
and C.F.A. territory to all Texas points.  
Semi-weekly service via Morgan Steamship Line from New York and Seaboard  
territory to all Texas points.

MEMBERS | A. W. A., N. F. W. A., American Chain of Warehouses  
Southwest Warehouse & Transformer's Assn., Rotary Club.



## DALLAS, TEXAS

## Dallas-Trinity Warehouse Company

*"Courtesy With Unexcelled Service"*

## Complete Warehousing

R. E. Abernathy, Pres.

3205 Worth, Box 26, Dallas

Ft. Worth-Trinity Warehouse Co. Also Corsicana-Trinity Warehouse Co.  
Ft. Worth, Texas Corsicana, Texas  
Member of N.F.W.A.—A.W.A.—S.W.A.

## DALLAS, TEXAS

Household Goods Storage, Moving &  
Packing—Long Distance Hauling  
Associate Managers

W. I. Ford

The Interstate  
Fireproof Storage  
& Transfer Co.  
301 North Market St.  
Merchandise Storage and  
Distribution.

R. E. Eagon



## DALLAS, TEXAS

## SPECIALIZING

MERCHANDISE STORAGE  
POOL-CAR DISTRIBUTIONSERVING THE GREAT  
SOUTHWEST AREAEVERY ACCOUNT IS  
PERSONALLY SUPERVISED  
BY THE MANAGEMENT.KOON-MCNATT STORAGE & TRANSFER CO.  
911 MARION ST.CONTRACT OPERATORS FOR ALL RAIL LINES AND  
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY  
Over 10,000,000 Pounds of Freight Handled Monthly for Dallas Shippers

## DALLAS, TEXAS

*A Complete Merchandise Warehouse  
Service*COLD STORAGE—MERCHANDISE STORAGE  
YARD STORAGE—RENTALS

## MORGAN WAREHOUSE and COMMERCIAL COMPANY

Houston Street at McKinney Avenue. 1917 North Houston Street.

703 McKinney Avenue, Dallas, Texas.

The business address of a number of the largest manufacturers in the world. A splendid modern plant. A strategic distribution center. A highly specialized organization placing at your command the finest SERVICE that skill and willingness can offer.

## FORT WORTH, TEXAS

## In Fort Worth It's Binyon-O'Keefe

With three warehouses having a total of 250,000 square feet of floor space; with our private side and free switching to Fort Worth's eleven Trunk Line Railroads—in Fort Worth, Binyon-O'Keefe is best prepared to serve you.

BINYON-O'KEEFE  
Tireproof  
Storage Co.  
Associated with Distribution Services, Inc.

## FORT WORTH, TEXAS

## GENERAL CARTAGE CO.

1212 E. Lancaster Ave., Fort Worth, Texas

FIREPROOF STORAGE  
MERCHANDISE & HOUSEHOLD GOODS  
POOL CAR DISTRIBUTION  
TEMPLE HARRIS, Gen. Mgr.

(Concluded from page 103)

is important *only* in the down-town business or shopping district or in such a neighborhood as a college or large recreational spot. In the residential section of any city, large or small; and in the outskirts; and at all points for the medium-sized city; for all movement the automobile is the accepted means of movement. In the very large city, the trolley (or similar transportation) continues to carry people to their work and play. It is a factor in traffic, and, for that reason, in selling goods. But, in the smaller city, the automobile has "stolen the show" for transportation of people and their goods. This fact must enter the planning of whoever wishes to sell those goods.—H. A. Haring.

## How to Get Publicity \*A Book Review

THIS book is one of the "practical business manuals" A man may purchase and convert into more than his investment by reading and culling the points that fit his business.

To judge from the contents, the author is probably a professional "publicity man" who makes it his job to win public favor for some company, or product, or man, or cause. Much of the book is written with the thought that a full-time employee shall devote himself to getting such "publicity" for his employer.

For the reader, however, who merely desires to stand well in public favor with his community or within his trade, the book contains helpful material. It outlines the newspaper and business paper internal organization, showing what will escape the scrap basket and appear in type and suggesting common sense ways to get cooperation from the editor. To a professional these chapters are trite; to a business man they may be very useful.

Other chapters will increase the value of the book to a user. "Building a Story" suggests the sort of material in a business that may be dramatized into readable, and printable, news. "Trade Publicity" and "Getting Talked About" outline the ethical and legitimate steps a business man may adopt to keep his name before the public in a favorable manner without attempting that useless effort to see "puff" and ridiculous paragraphs in print.

"Publicity" for a business or a product may well supplement other sales effort, and, for any executive who desires thus to win public favor, this book is recommended.—H. A. Haring.

\*"How to Get Publicity," by Milton Wright, McGraw-Hill Book Co., New York, \$2.

Brooks Succeeds Woodside as  
Southern W. A. President

John J. Woodside, Jr., president of the John J. Woodside Storage Co., Inc., Atlanta, has resigned as president of the Southern Warehousemen's Association. He was reelected to that office at Southern's meeting in Richmond, Va., last fall.

C. Fair Brooks, secretary of the Brooks Transfer & Storage Co., Inc., Richmond, who was a vice-president, has succeeded Mr. Woodside as president.

Midland, Chicago, Alters Title

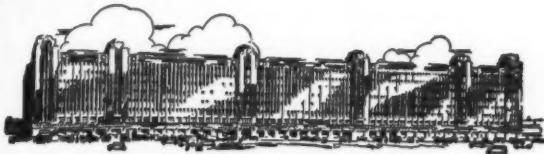
The Midland Warehouse & Transfer Company, merchandise storage firm in Chicago, has changed its name to Midland Warehouses, Inc.

FORT WORTH, TEXAS

*Storage, Cartage, Pool Car Distribution*

**O. K. Warehouse Company, Inc.**  
255 W. 15th St. Fort Worth, Tex.

FORT WORTH, TEXAS



*The Southwest's Finest Warehouse*

**MERCHANDISE STORAGE  
POOL CAR DISTRIBUTION, OFFICE DISPLAY  
AND WAREHOUSE SPACE**  
**Texas and Pacific  
Terminal Warehouse Co.**

HARLINGEN, TEXAS

**Jones Transfer & Storage Co., Inc.**

Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.  
Merchandise storage—pool car distribution, daily motor freight lines.  
Furniture vans—equipment for heavy hauling.

*Service Covers the Lower Rio Grande Valley*

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V. F. GILLESPIE, Gen. Mgr.

**Gulf Warehouse & Transport Co.**

Goliad and Morin Sts., Houston, Texas

Merchandise Storage—Pool Car Distribution—  
Low Insurance Rates

*Your Progressive Branch in the  
Southwest's Most Progressive City*

HOUSTON, TEXAS

**PATRICK TRANSFER & STORAGE CO.**

Shipside and Uptown Warehouses  
Merchandise Storage and Distribution

Operators—Houston Division

LONE STAR PACKAGE CAR CO.

1302 Nance St.

Houston, Texas

HOUSTON, TEXAS

**UNIVERSAL TERMINAL  
WAREHOUSE COMPANY**

Fireproof Storage—Sprinklered Warehouses

New York Office: 100 Broad Street  
Chicago Office: 427 West 27th Street

HOUSTON, TEXAS

IN HOUSTON

**Westheimer  
Transfer and Storage Co., Inc.**

Fifty-three Years of Dependable Service

SERVICE TO COVER EVERY BRANCH OF THE INDUSTRY

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President

Members N. F. W. A.  
State and Local Assn.

LONGVIEW, TEXAS

**ROY WILSON TRANSFER & WAREHOUSE CO.  
BONDED**

Household Goods and Merchandise Storage  
Pool Car Distribution  
Store in Longview—the most centrally located city  
in the East Texas Oil Field

SAN ANTONIO, TEXAS

**MERCHANTS TRANSFER & STORAGE CO.  
FIREPROOF BONDED WAREHOUSE**

Complete Storage and Distribution Service  
over 50 years of satisfactory service  
Member of A.W.A.—N.F.W.A.—S.W.A.

SAN ANTONIO, TEXAS

**Muegge-Jenull Warehouse Co.  
BONDED FIREPROOF**

POOL CAR DISTRIBUTORS  
STORAGE AND DRAYAGE  
Dependable Service Since 1913

SAN ANTONIO, TEXAS

**Scobey Fireproof Storage Co.**

HOUSEHOLD - - - MERCHANTISE  
COLD STORAGE - - - CARTAGE

DISTRIBUTION

INSURANCE RATE 10c  
Members of 4 Leading Associations

SAN ANTONIO, TEXAS

**SOUTHERN TRANSFER CO., INC.**

**FIREPROOF BONDED STORAGE**

U. S. Customs Bonded Warehouse—  
Cartman's Permit No. 1

TYLER, TEXAS

**EAST TEXAS TERMINAL WAREHOUSE CO., Inc.**

*Serving the World's Largest Oil Field  
and All of North and East Texas.*

*The highest type of BONDED Storage  
and Warehouse facilities.*

POOL CAR DISTRIBUTION

Member—S.W.A.

415-17 N. College and Cottonbelt tracks.

TYLER, TEXAS

**Tyler Warehouse and Storage Company**

Bonded under the Laws of Texas

General Storage and Distribution from the Center of East  
Texas. Specializing in Pool Cars Merchandise.

WICHITA FALLS, TEXAS

**Wichita Falls Fireproof Warehouse**

(Reinforced concrete)

Motor Freight Service to All Territory

**TARRY WAREHOUSE & STORAGE COMPANY, Inc.**

Members { National Furn. Warehousemen's Assn.

Southwest Warehouse & Transformer's Assn.

See TYLER-TARRY-FAGG Co. Associated

# A. W. A. Merchandise Division Meeting

*(Continued from page 18)*

The Weil committee report was approved with only one dissenting vote, thus authorizing the executive committee to give consideration to the advisability of seeking either Federal legislation or changes in Treasury Department regulations to remedy the situation.

A report was read from S. G. Spear, Boston, as chairman of the cost accounting and rating procedure committee. Mr. Spear not being present. In it, the chairman expressed opinion that the development of cost procedure under NRA had been generally beneficial to the industry. The present rating steps were recognized and approved by Government officials, he pointed out, and he urged that no changes be made. The convention approved the report.

The delegates' attention was called to the fact that one of the large national accounts had been writing to warehousemen asking them to charge only one-quarter of a month's storage on goods arriving at warehouses during the last quarter of the month. Speakers looked upon this effort as an attempt to break down the present system which has been in effect for years; and on motion by Charles Milbauer, Brooklyn, the convention voted to stand by the current method.

Dr. John H. Frederick, Assistant Professor of Marketing, University of Pennsylvania, addressed the group on "Trends in Marketing Procedure as They May Affect Merchandise Warehousing." (His paper is published elsewhere on these pages.)

## Cost Finding

A PAPER titled "A Review of the Cost Accounting Method in the Light of Present Conditions" was read by Charles E. Nichols, Boston, who reminded that the division's cost accounting method originated about twenty years ago and came into use twelve to fourteen years ago, and accordingly:

"Possibly it is close to the point where it may be retired to the fireside through Social Security legislation—or it may be buried as dead through the operation of the Town-

send Plan or some other Social Security legislation."

The cost accounting method had had "a peaceful existence in recent years" and the rising generation of warehousemen was little acquainted with it, Mr. Nichols declared.

His objective in broaching the subject, he explained, was "to stimulate discussion" in order that it might be determined "whether it seems worth while to continue assembling up-to-date statistics with a view to changing the cost formula in some details, or whether on the other hand the present formula may be continued in use without change in the next twenty years."

Mr. Nichols reviewed the cost method step by step and pointed out wherein, in his opinion, certain changes were desirable in the light of current conditions—as reduced demand for warehouse space and increase in space offered because of distressed real estate situations. Because of just such changes, he said, average occupancy today was less than 50 per cent instead of the two-thirds formerly hoped for. He continued:

"Statistics tend to support this view and it has brought the suggestion that storage rates should be generally increased one-third to take care of this changed condition. Higher rates will not increase warehouse occupancy in the face of competing distribution services. On the contrary, they would only increase warehouse vacancy."

"The effective ways to increase the use of warehouse space are to increase the service rendered and to decrease rates—thus making storage more attractive to prospective users. Henry Ford is not the only man to adopt this business policy—and the Consumers' Advisory Board of the late NRA will not be the last group to advocate it. Now that the code is dead, it may even be safe for an ex-code member to suggest it."

Mr. Nichols emphasized that the primary purpose of his presentation was "not to reduce or increase rate structures but to renew interest in, and discussions of, scientific

rate-making—first, for the benefit of those new in the industry, like myself; and second, for the good of the industry in knowing that the foundation on which its successful operation depends is sound in every detail." Further: "Constant repair and renewal of our rate machinery are just as essential to our industry as maintenance of our physical properties."

Mr. Nichols illustrated his talk with a blackboard demonstration—charts and percentages—covering figures developed in recent months by members of the Massachusetts Warehousemen's Association, and concluded:

"These figures seem to me significant in an era of hand-to-mouth living when we complain at the lack of storage business, because forsooth the other industries are doing our storage business for nothing and all we can get is pool car business going out one door as fast as it comes in another—with nothing to bill our customers but a handling charge half what it should be because of non-remunerative competition."

R. G. Culbertson, Cincinnati, addressed the convention on the subject, "Maintaining the Entente Cordiale in Employee Relations," telling how his organization, Cincinnati Terminal Warehouses, Inc., conducted regular staff meetings; provided group life and health and accident insurance; held summer outings for men and families; put on Friday motion picture shows; organized bowling and baseball teams; and gave employees added business experience by assigning them on important out-of-town trips. Mr. Culbertson emphasized that all these advantages proffered to employees were antidotes against union labor agitation.

Following a report by S. M. Haslett, San Francisco, as chairman of the committee on law and legislation, Theo. F. King, Chattanooga, talked on "The Social Security Act—What to Do Now." Mr. King urged warehousemen to take an interest in seeking similar State laws in States which have not already enacted them; and advised warehousemen to consult their auditors

*(Concluded on page 108)*

OGDEN, UTAH



Western Gateway Storage  
Company  
COLD AND DRY STORAGE  
A Modern Commercial Warehouse  
Bonded Service  
Member American Warehousemen's Assn.

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE

Fireproof

Sprinklered

Insurance rate 18c. Merchandise Storage. Pool Car Distribution. Office Facilities.

Member A. W. A.

SALT LAKE CITY, UTAH

DOOLY TERMINAL WAREHOUSE  
213 SOUTH FIRST WEST

Lowest Insurance—Sprinkler Protected Space.  
Merchandise Storage, Pool Car Distribution.  
Office Facilities, Watchman Protection Supervised  
by A.D.T.

Private Trackage with Free Switching.  
Bonded Service. "IT'S THE LOCATION"  
Member of Allied Distribution, Inc.

SALT LAKE CITY, UTAH

Merchandise Storage and Distribution

Over 1,000,000 cubic feet reenforced Concrete  
Sprinklered Space

Insurance Rate 14 Cents

JENNINGS-CORNWALL WAREHOUSE CO.

Salt Lake City, Utah

Represented by

DISTRIBUTION SERVICE, INC.

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NEW YORK CITY CHICAGO SAN FRANCISCO  
Phone Bowling Green 8-8888 Phone Sup. 7188 Phone Butter 2461

An Association of Good Warehouses

Located at Strategic Distribution Centers

SALT LAKE CITY, UTAH

"This is the Place"

FOR BETTER SERVICE  
SECURITY STORAGE & COMMISSION CO.

230 S. 4TH WEST STREET

Over 25 Years Experience

Merchandise Warehousing - Distribution  
Sprinklered Building - Complete Facilities  
Lowest Insurance Cost - A.D.T. Watchman Service  
Office Accomodations - Display Space

Represented by American Chain of Warehouses, Inc.  
New York Chicago

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MEMBER:  
A.W.A.—U.W.A.

NORFOLK, VA.



HOUSEHOLD AUTOMOBILE STORAGE  
THE BELL STORAGE COMPANY, INC.  
NORFOLK, VIRGINIA  
MODERN SPRINKLER EQUIPPED WAREHOUSE  
50,000 SQUARE FEET PRIVATE RAIL SIDING  
Lowest Insurance Rate in Norfolk. Pool Car Distribution.  
WE SPECIALIZE IN MERCHANDISE STORAGE  
AND DISTRIBUTION  
AGENTS: AERO MAYFLOWER TRANSIT COMPANY  
Member M.W.A. & S.W.A.

NORFOLK, VA.

Established 1892

SOUTHGATE  
STORAGE COMPANY, Inc.

MEMBER:  
A.C.W.  
A.W.A.  
S.W.A.  
U.S. C. of C.

Write for Booklet—"7 POINT DISTRIBUTION"

For economical storage and distribution  
you will want to know more about our  
individualized services. Our fireproof  
warehouses are in the Southgate Terminal,  
on the waterfront and in the center of  
Norfolk's wholesale district. Served by  
all rail, water and motor lines.

RICHMOND, VA.

58 YEARS OF UNINTERRUPTED AND EXPERT SERVICE

BROOKS TRANSFER and STORAGE CO., Inc.  
1224 W. Broad Street, Richmond, Va.

Two Fireproof Storage Warehouses—116,000 Square Feet. Floor Space—Automatic  
Sprinkler System—Lowest Insurance Rates in Richmond—Great Attention to Storage  
—Packing and Shipping of Household Goods—Private Railroad Siding—Pool Car  
Distribution—Motor Van Service to All States East of Mississippi River.  
Member of S. W. A.—N. F. W. A.

RICHMOND, VA.

THE W. FRED. RICHARDSON  
Security Storage Corporation

PACKING FOR SHIPMENT  
Local and Long Distance Movements  
ESTABLISHED 1897

RICHMOND, VA.

"Here, There and Everywhere"

TANNER'S  
TRANSFER & STORAGE

General Office: 2617 Fourth Ave.

Specializing in the movement of household furniture  
and office equipment. Warehouse with a private rail-  
road siding right to the door. Distribution of house-  
hold goods pool cars. Members of A.T.A., V.H.U. Assn., N.D.A.

RICHMOND, VA.

180,000 Sq. Ft. Space

VIRGINIA BONDED WAREHOUSE CORPORATION

ESTABLISHED 1908 1709 E. CARY ST.

U. S. BONDED & PUBLIC WAREHOUSES  
MERCHANDISE STORAGE & DISTRIBUTION  
INSURANCE RATES 20c PER \$100 PER YEAR

Member A.W.A.  
BUILDINGS SPRINKLERED

ROANOKE, VA.

ROANOKE PUBLIC WAREHOUSE

Capacity 500 Cars

Private Railroad Siding

Automatic Sprinkler  
Accurate Accounting

We make a Specialty of Storage and Pool Car Distribution  
for Agents, Brokers and General Merchandise Houses.  
Member of American Chain of Warehouses

The Men Who Distribute

Mellin's Food

Read DISTRIBUTION AND WAREHOUSING  
and consult the Directory of Warehouses

*(Concluded from page 106)*  
before making any changes in accounting forms.

Speakers questioned the Constitutionality of the Federal Social Security Act in its present form.

The resolutions committee, headed by Sidney A. Smith, offered the following memorial, which was unanimously adopted:

"Resolved, that the merchandise division, American Warehousemen's Association favors Federally-coordinated transportation and to that end urges:

"1. Continuation of the office of Federal Coordinator of Transportation charged with the coordination of all transportation agencies.

"2. Regulation of water carriers as expressed in the principles of Senate Bill No. 1632.

"3. Reorganization of the Interstate Commerce Commission as expressed in Senate Bill No. 1635.

"4. Regulation of wharfingers as recommended by the Federal Coordinator of Transportation.

"And that every effort be made, through our executives and members, to accomplish these objectives."

#### Footage

New Jersey State's chiropodists being in session simultaneously at the same hotel, Mr. Smith offered the following resolution:

"Whereas, the highly instructive discussions at these sessions now drawing to a close have further revealed the many serious footage problems with which this industry must cope, therefore be it

"Resolved, that the president of the merchandise division be and he hereby is authorized, empowered and directed to confer with said chiropodists to the end that the division have the benefit of their advice upon our perplexing square and cubic feet problems."

The division's constitution and by-laws were by convention vote restored to read exactly as they did just prior to adoption of the NRA code.

An amendment originating from the Port of New York group was proposed whereby members of local, regional and State groups would automatically become members of the A.W.A. The convention voted to turn this problem over to the division's executive committee for consideration.

## Cold Storage Division Meeting

*(Continued from page 19)*

test cases, and a hearing on the first petition was expected shortly.

Considered one of the outstanding features of the cold storage sessions was a presentation, by E. E. Hesse of Chicago, on cold storage handling costs. Illustrating with blackboard, he pointed out that "handling cost per ton" is usually determined without consideration of several important factors, such as tonnage requiring double handling for freezing, variety of package and change in wage rates, and therefore "handling cost per ton" is neither a guide to rate-making nor an index of the efficiency of handling labor.

Mr. Hesse also presented the costs of handling various commodities as determined in his warehouse by the use of the "handling cost routine" recently released to the industry. These cost figures cover a substantial tonnage of each of the commodities listed and apply to all receipts and deliveries over a period of about two years.

Mr. Hesse pointed out that these costs, based on an average wage rate of about 45c per hour, included actual touch labor, idle time, maintenance of handling equipment, operation of elevators, liability insurance, and depreciation on handling equipment, tracks, platforms and elevators, but do not include any part of general overhead or administrative expense.

"Surely," Mr. Hesse concluded, "every one of you knows that competition sets our rates. Every time I have tried to talk about a handling cost system, the answer has been: 'Oh well, what's the use? I have to make my rates to meet competition.' All right, but I want to suggest to you that it is an industry-association function to change competition. When competition exists, based upon an erroneous concept and produces a tendency through the years for the industry as a whole to operate at narrowing profits and many of the industry going into red figures year after year, I don't think I should have to support by long discussion the fundamental concept that our industry should be operated at a profit. I do not believe that managers of our industry's plants intentionally try to operate on an unprofitable basis, but I do believe that many managers

of plants in this industry are soliciting business at rates which are not as much as their cost of doing business. This situation exists because of a lack of information as to the costs of doing business and particularly to the lack of data on the cost of handling and storing specific commodities."

Henry C. Kuehn, Milwaukee, alluded to high rates charged cold storage warehouses for workmen's compensation insurance and to the disparity between such rates and those applying to packing house establishments, wholesale grocers, etc., and he urged that an active effort be made to bring about proper adjustments. President Hall appointed a special committee to handle this problem.

William Broxton, assistant marketing specialist, Bureau of Agricultural Economics, Department of Agriculture, talked on the growth of refrigerated storage space and pointed out the shifts in cold storage of principal commodities as between storage centers. Following his address the executive secretary was instructed to request the department to include, in its monthly reports of cold storage holdings, stocks of frozen vegetables.

After the recently-released standard form of cold storage tariff had been reviewed by Mr. Hesse as chairman of the committee which had prepared it, the delegates went on record approving the form.

Chapter and regional reports were submitted by chairmen—Ralph C. Stokell, New York City, North Atlantic; G. F. Nieman, Pittsburgh, East North-Central; H. L. Trask, Kansas City, Mo., Missouri Valley; J. R. Shoemaker, Elmira, for the New York State group; W. J. Grambs, Seattle, for the Pacific Northwest association; and William A. Sherman, Los Angeles, for the Pacific States C. S. W. A.

Executive committee members and officers were elected, the division's personnel for 1936 being set down elsewhere herewith.

A number of resolutions were adopted. One recommended that the officers and executive committee give

*(Concluded on page 110)*

SEATTLE, WASH.

ESTABLISHED 1909  
THOS. WATERS, Pres. F. J. MARTIN, Mgr.  
**A. B. C. STORAGE CO.**  
WAREHOUSING AND DRAYING  
We make a specialty of Storage  
for Agents, Brokers and General  
Merchandise Houses.  
Free Switching Service.  
304 RAILROAD AVE., SO. SEATTLE, WASH.

SEATTLE, WASH.

**EYRES TRANSFER AND WAREHOUSE CO., Inc.**  
Seattle, WASH.  
Fireproof Warehouses 220,000 Square Feet  
INSURANCE .133 Cents per \$100.00  
GENERAL STORAGE AND DISTRIBUTING SERVICE  
OPERATING 65 AUTOS Since 1889  
Members of NFWA—ACW—WSWA

SEATTLE, WASH.

**LET LYON GUARD YOUR GOODS**  
**LYON**  
VAN AND STORAGE CO.  
RELY ON LYON  
Northwest Distributors  
Seattle—Tacoma—Portland  
Seattle, 2030 Dexter Avenue  
Dean C. McLean, Mgr.

SEATTLE, WASH.

CLASS A BLDG. SPRINKLER INSURANCE 22¢  
STATE BONDED FREE SWITCHING  
**Pike**  
Warehouse Co., 1041 RR So.  
**Seattle**  
Close to Docks  
City Delivering  
Public Auto Freight Depot in Warehouse Eliminates Extra Handling.  
Daily Service to Northwest Points  
Our Traffic Assistance Will Help You

SEATTLE, WASH.

**TAYLOR-EDWARDS**  
Warehouse & Transfer Co., Inc.  
Free switching service—Low insurance rates  
Associated with leading warehouses through  
DISTRIBUTION SERVICE, INC.  
New York Chicago San Francisco  
Members of—American Warehousemen's Assn.; National Furniture Warehousemen's Assn.; Washington State Warehousemen's Assn.

SEATTLE, WASH.

**UNITED WAREHOUSE COMPANY**  
1990 Railroad Avenue  
GENERAL MERCHANDISE STORAGE  
100,000 sq. ft. capacity  
Established 1900  
POOL-CAR DISTRIBUTORS  
U. S. Customs Bond  
Free Switching

SEATTLE, WASH.

**WINN & RUSSELL, INC.**  
1014 Fourth Ave., South  
General merchandise storage and distribution  
Located in the center of wholesale and jobbing district  
Low insurance rates Office and desk space  
Member—A. W. A.—Allied Distribution, Inc.

For City of Washington, D. C.  
refer to  
**DISTRICT of COLUMBIA**

SPOKANE, WASH.

Millard Johnson  
Pres.

W. B. Fobius  
Pres.

Consign to  
**SPOKANE TRANSFER & STORAGE CO.**  
A. W. A. 308-316 Pacific Ave. N. F. W. A.  
Merchandise Department Largest Spot-Stocks in the  
"Inland Empire" (67,000 sq. ft.)  
Household Goods Dept. Assembling and distribution of  
pool and local shipments.  
Agents for JUDSON.  
Member of American Chain of Warehouses

HUNTINGTON, W. VA.

THE SHIPPING CENTER for  
4 STATES

Ohio Kentucky Virginia West Virginia

Huntington is the shipping center of four states. From it you can reach Southern West Virginia, Southern Ohio, Eastern Kentucky and Northern Virginia by five railroads, the Ohio River and paved highways leading in five directions.

A first class warehouse for your goods; private side track from any railroad entering city—no switching charge; our own trucks and a competent force of employees. All at a cost that is surprisingly low yet everything is convenient for your warehousing needs.

**HUNTINGTON WAREHOUSE CORP.**  
1639-41-43-45 Seventh Ave., Huntington, W. Va.  
Member of A.C.W.—A.W.A.

LA CROSSE, WIS.

**The Gateway City Transfer & Storage Co.**  
C. B. & Q. R.R. Siding

The logical distribution center for Western Wisconsin,  
Eastern Minnesota, and Northeastern Iowa.

Trackage warehouse for merchandise and Free switching service.  
We specialize in pool car distribution.

LA CROSSE, WIS.

**La Crosse Terminal Warehouse Co.**  
GENERAL STORAGE

We make a specialty of storage and pool car distribution for agents,  
brokers, and general merchandise houses.  
Free switching service  
Large fleet of Vans and Delivery Trucks  
We give prompt service

430-434 SOUTH THIRD STREET

MADISON, WIS.

MRS. ROBERT M. JENKINS, Pres.

**The Union Transfer & Storage Co.**

State Bonded Warehouse on Private Switch  
Fireproof Building 45,000 Square Feet  
Pool Car Distribution by Truck or Rail  
Private Siding Milwaukee Road,  
Free Switching All Roads  
Established 1896

MILWAUKEE, WIS.

"The Million Dollar  
Warehouse Company"

**HANSEN**  
STORAGE CO.

ESTABLISHED 27 YEARS—LARGEST IN WISCONSIN  
18 Warehouses—50 Car Side Track—850 Foot Dock  
DEPENDABLE—EXPERT—QUICK SERVICE

We specialize in  
Merchandise Distribution and Furnish  
"BRANCH HOUSE SERVICE"  
"Let Us Solve Your Distribution Problems"  
Ship Your Merchandise to Yourself in Our Care  
and Have Instructions Follow.  
"We Will Do the Rest."

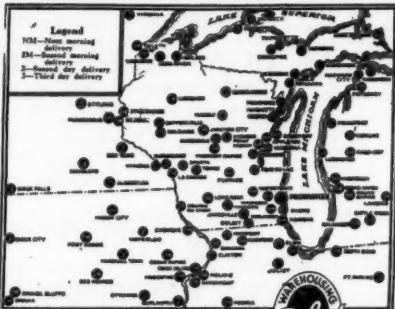
"U. S. Government Bonded Warehouse"

## WISCONSIN

## DIRECTORY OF WAREHOUSES

Distribution and Warehousing  
March, 1936

MILWAUKEE, WIS.


**SPOT STOCKS PLUS SERVICE  
WILL HELP SALES—NOW!**

UNITED STATES CUSTOMS BONDED—WISCONSIN LICENSED AND BONDED

Atlas warehouses, nine in all with over 500,000 square feet of floor space, sprinkler equipped and A.D.T. alarm and watchmen supervised, are ready to speed up your distribution service, safely, economically and efficiently. Ship to us by rail, truck or steamer. Fifty car truck capacity, two docks with water deep enough for any freighter on the Great Lakes—ocean vessels from European ports come direct to us with merchandise for storage.

Atlas at Milwaukee with its trained personnel is in a position to help you with your distribution problems—Write to us today!

**ATLAS  
STORAGE COMPANY**  
710 West Virginia St. Milwaukee, Wisconsin

Represented by:

**DISTRIBUTION SERVICE, INC.**
100 Broad St.  
New York, N. Y.219 East North Water St.  
Chicago, Ill.625 Third St.  
San Francisco, Cal.

Fast distribution to six states from MILWAUKEE

## MILWAUKEE, WIS.



Are they in Wisconsin, Minnesota, Iowa . . . even Michigan and Illinois?

We believe we can satisfy you that spot stocks in Milwaukee can be economically distributed throughout Wisconsin and some surrounding States.

This is a good market. If you do not have sales representation and would like to enter this field, perhaps we can aid you as we have others.

Your inquiries are invited.

**NATIONAL WAREHOUSE CORPORATION**

"Milwaukee's Finest"

C. & N. W. R.R.  
SIDINGMembers: Associated Warehouses, Inc.  
American Warehousemen's Assn.  
Wisconsin Warehousemen's Assn.LICENSED  
BONDED

A Solid Block of Responsible Warehousing

## MILWAUKEE, WIS.

**LINCOLN**

**FIREPROOF WAREHOUSE CO.**  
WAREHOUSE SERVICE | RAILROAD SIDINGS  
OF EVERY AND  
DESCRIPTION DOCKING FACILITIES  
LOCATED IN HEART OF BUSINESS DISTRICT  
OFFICES: 206 W. HIGHLAND AVE.  
Member of A.W.A.—W.W.A.—N.F.W.A.



## RACINE, WIS.

**In  
Racine!**
**RACINE TERMINAL WAREHOUSE & TRANSFER COMPANY**

1 to 7 Main Street, Racine, Wis.

The Racine Terminal Warehouse offers every storage and distribution facility. Modern fire-proof building especially built for warehouse service. Motor freight terminal. Private rail sidings. Dock facilities. Experienced and responsible management.

Merchandise Storage—Moving—  
Packing—Shipping

(Concluded from page 108)

particular attention during the coming year to the following:

1. Continued diligent watching of legislation (national, State and local) which in any way affects the interests of our industry.

2. Continued interest, support and every possible aid in the work of regional groups.

3. That encouragement and aid be given the industry in the establishment of uniform cost accounting and in the stabilization of the rate structure.

4. That the executive committee keep in touch with and closely follow any activities of the Federal Trade Commission or the Interstate Commerce Commission which may affect or involve the refrigerated warehousing industry.

5. That the executive committee endeavor to obtain a ruling from the Interstate Commerce Commission which will relieve refrigerated warehouses that do not receive compensation for arranging transportation from the application of the licensing or other provisions of the Motor Carrier Act.

6. That every possible effort be made by the executive committee to discourage or prevent the erection of additional public cold storage space in localities where adequate facilities exist, and that the association continue to protest the granting or loaning of Government funds for warehouse building purposes.

7. That the executive committee continue its work of challenging newspaper advertisements and articles and all other publicity considered detrimental to refrigerated warehousing or those products it serves."

White Line of Des Moines Enters  
Michigan Freight Haulage Field

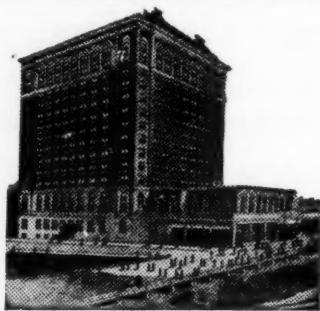
The White Line Motor Freight Co., Inc., affiliated with the White Line Transfer & Storage Co. in Des Moines, has extended its service by establishing a route from Chicago, where it operates a motor freight terminal, to Detroit and Lansing, Mich.

White Line opened its Chicago office and terminal building at 3920 South Michigan Boulevard several months ago. Expansion into the Michigan freight haulage field followed when certificates were granted for its route from Chicago to Battle Creek. Later the service was extended to include Jackson, Kalamazoo, Benton Harbor, St. Joseph, Coldwater, Sturges and Hillsdale. The new routes to Detroit and Lansing give this company wide coverage in Michigan.



YOUR FORD DEALER INVITES YOU  
TO MAKE YOUR OWN "ON-THE-JOB"  
TEST OF V-8 ECONOMY AND V-8  
PERFORMANCE WITHOUT OBLIGATION

**FORD V-8**  
TRUCKS AND COMMERCIAL CARS



**The PRESIDENT**  
Atlantic City's Finest  
Boardwalk Hotel

Sea Water Swimming Pool  
Turkish Baths. Marine Sun Deck

European Plan

Beautifully Furnished House-  
keeping Apartments

Cocktail Lounge

Bar—Grill

*Write for Descriptive Booklet  
and Rates*

An investment in advertising over a period of years is an invaluable asset. It is worth what was paid for it if the advertiser keeps on advertising and thus protects it and increases its value and keeps it alive.

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